

PERIODICAL

APRIL 19, 1948

PUBLIC LIBRARY

20c

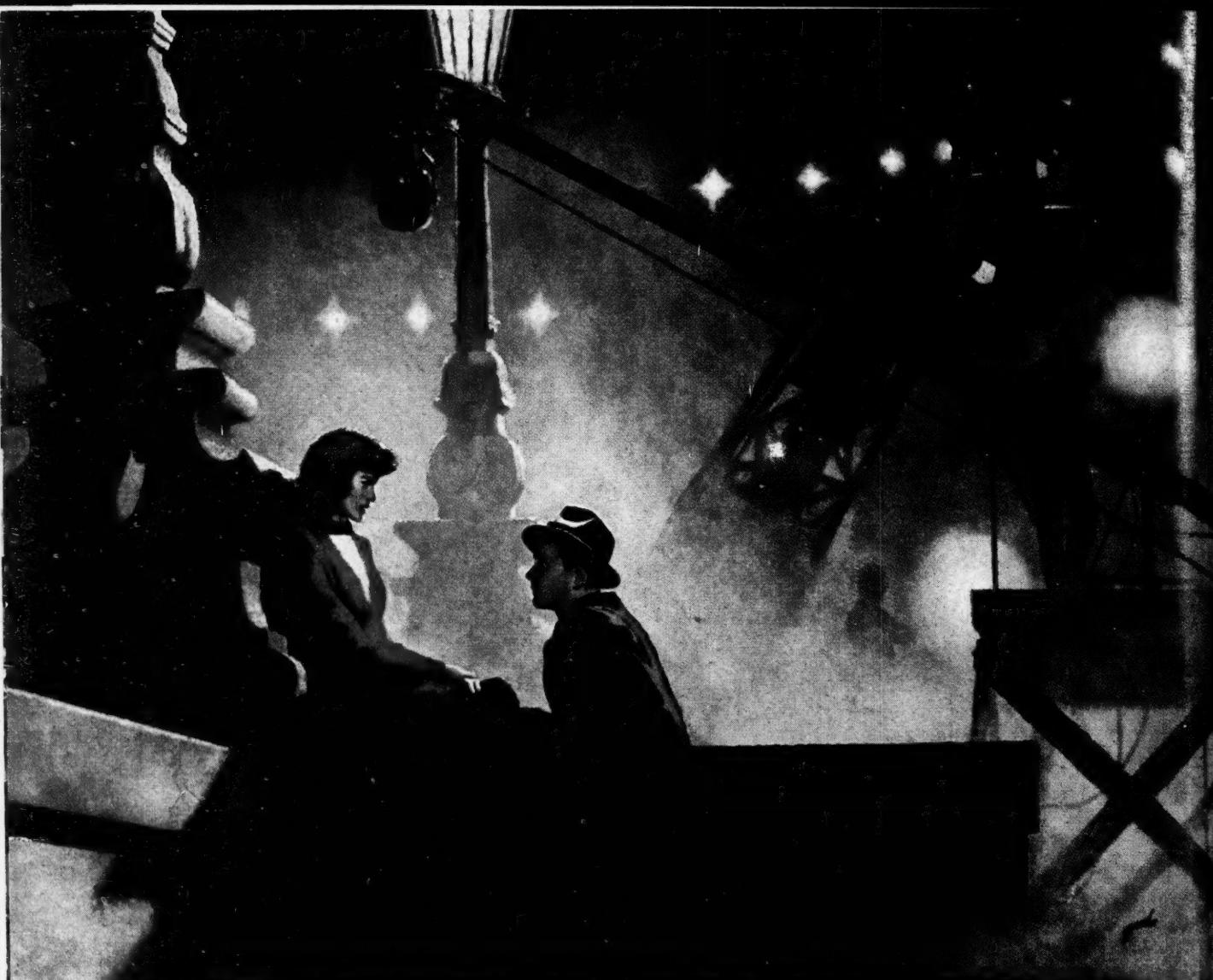
APR 15 1948

Newsweek

THE MAGAZINE OF NEWS SIGNIFICANCE



Stassen: Hard Work + Courage = Votes



Painting by Glenn Grohe—"On the Set"

America the Provider— *Motion Pictures*

THE average American spends about \$1 a month on movies, which accounts for nearly three-fourths of the total business in all commercial places of entertainment. Theatres in this country number about 19,000.

Today, the motion picture industry represents a capital investment—in production, theatres, and distribution—of about \$2.6 billion in the United States and another half-billion abroad. Average weekly attendance has reached an estimated 100 million. Box office receipts rose to \$1.8 billion, triple the prewar figure. The annual payroll of some 30,000 people employed in making films exceeds \$300 million. Those in exhibition and distribution number around 175,000.

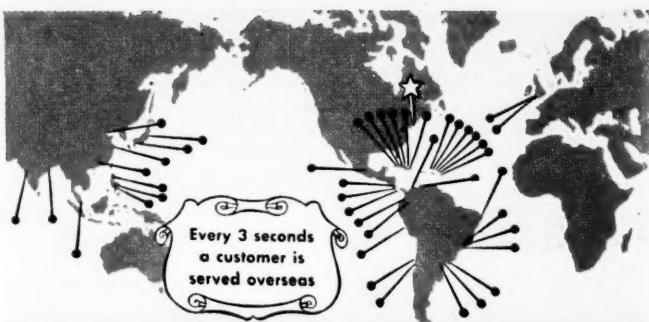
The industry's foreign revenue in recent years has been estimated at around 40 per cent of total production costs. The U.S. film industry thus has a large stake in foreign markets.

The motion picture industry, like many others, is confronted daily with exchange and other credit problems and finds indispensable the foreign services of National City with its unequalled Branch system for facilitating world trade.

THE NATIONAL CITY BANK OF NEW YORK

Head Office: 55 Wall St., New York • 65 Branches in Greater New York

Protect your travel funds with NCB Travelers Checks. Ask for them at your bank.



First in World Wide Banking

48 OVERSEAS BRANCHES

ARGENTINA	CHINA	ENGLAND	PHILIPPINES
Buenos Aires	Shanghai	London	Manila
Flores	Tientsin	117, Old Broad St.	Cebu
Plaza Once		11, Waterloo Place	Clark Field
Rosario			
BRAZIL	COLOMBIA	HONG KONG	PUERTO RICO
Rio de Janeiro	Bogota		San Juan
Recife (Pernambuco)	Barranquilla		Arecibo
Santos	Medellin		Bayamon
Sao Paulo			Caguas
			Mayaguez
CANAL ZONE	CUBA	INDIA	Ponce
Balboa	Havana	Bombay	
Cristobal	Cuatro Caminos	Calcutta	
CHILE	Galiano		
Santiago	La Lonja	JAPAN	REP. OF PANAMA
Valparaiso	Caibarien	Tokyo	Panama
	Cardenes	Osaka	
	Manzanillo		
	Matanzas	MEXICO	SINGAPORE
	Santiago	Mexico City	
		PERU	URUGUAY
		Lima	Montevideo
			VENEZUELA
			Caracas

Member Federal Deposit Insurance Corporation

Write for color-illustrated booklet describing "Overseas Banking Service."



Rubber turns a mountain inside out

A typical example of B. F. Goodrich development in rubber

THE navy dug 20 holes, each one so big you could have built a 25-story office building inside it. They literally hauled out the insides of a hill to make bomb-proof fuel tanks (Pearl Harbor happened in the midst of the job) and did it in record time because of rubber.

As fast as dirt and rocks (some of them boulders 4 feet wide) were blasted out, rubber belts carried them out and away. But 4-foot boulders would tear and break the stiff woven fabric of ordinary conveyor belts.

B. F. Goodrich had developed a new

type of belt in which cords carry the load, each cord encased in elastic rubber to take up the loading shock and immediately snap back into carrying position.

These new B. F. Goodrich belts were installed on the Navy job. They carried out a mountain of earth— $3\frac{1}{2}$ million tons—and were still in such good shape most of them were installed on other jobs and are still at work.

This new-type BFG cord belt is setting new records in many other places, too—coal mines, ore mines, construction work of all kinds. In some cases it

has lasted 10 times as long as former belts.

Belting is only one of hundreds of products for industry which B. F. Goodrich research has improved. Others are tank lining, rubber bearings, work clothing, rubber springs, hose for acid, air, oil, hydraulic fluids, etc. Whatever your use of rubber, it pays to ask your distributor to show you the improvements B. F. Goodrich has made in it—recently. *The B. F. Goodrich Company, Industrial Products Division, Akron, Ohio.*

B.F. Goodrich
FIRST IN RUBBER

LETTERS

Haver not Havoc

NEWSWEEK, March 29, lists . . . June Havoc to portray Marilyn Miller on the screen. Latest reports indicate it should be June Haver . . .

STANLEY SCHOEN

Astoria, N. Y.

NEWSWEEK's original report said June Haver, but an editor's absent-mindedness played Havoc with the name.

Good Citizenship

Hats off to the people of Roanoke, Ala. Thanks to Editor Stevenson the acquittal of the Negro, Roosevelt Boyd, was overlooked and passed by unnoticed (NEWSWEEK, March 22). Such incidents give encouragement to hundreds of thousands of Americans who look on in dismay at Ku Klux Klan and other discriminatory activities in the South . . . Although the acquittal is far from anything to boast about, it does show definite progress toward elimination of racial prejudice . . .

SAMUEL KOMOR

Dubuque, Iowa

► Was it not magnanimous of the all-Southern bigots of Randolph County to acquit a Negro who defended his lane of life from a piece of drunken white trash?

If John Stevenson's letter illustrates an improvement on Southern justice then we must ask: "Quo vadis, rebels, quo vadis?"

PETER M. MOLLI

Fleet Post Office
San Francisco, Calif.

International Figures

With short rations and austerity clothing we don't have much to brag about. But thanks for telling the world about our

(Continued on Page 17)

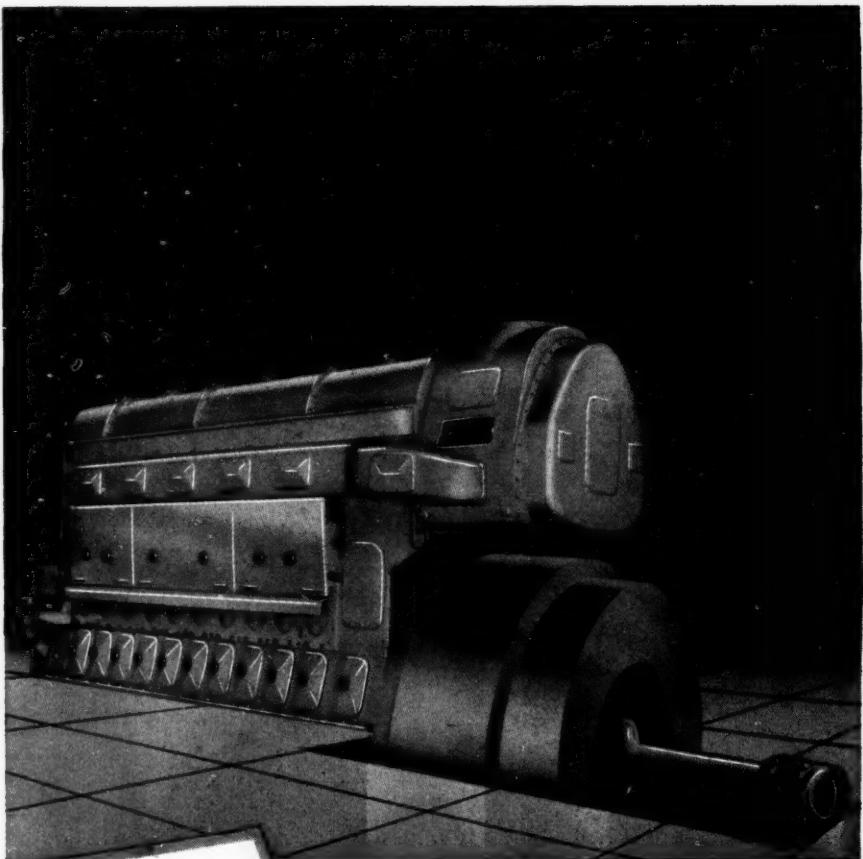
INDEX THIS ISSUE—Page 17

NEWSWEEK, April 19, 1948, Volume XXXI, No. 16. NEWSWEEK is published by WEEKLY PUBLICATIONS, INC., 350 Dennison Ave., Dayton 1, Ohio, printed in U.S.A. Entered as second class matter February 13, 1933, at post office of Dayton, Ohio, under the Act of March 3, 1879. Address correspondence regarding subscriptions to Circulation Department, NEWSWEEK Building, Broadway and 42nd Street, New York 18, New York. Changes of Address: Send both old and new addresses, and allow four weeks for change to become effective. Subscription prices: U. S. Edition: 1 year \$6.50; 2 years \$10; 3 years \$13. (Special Military rate to U. S. servicemen in United States and Canada \$4.50 per year; for all APO and FPO addresses \$6.50 per year). Add \$2 per year foreign postage for foreign countries not members of the Pan American postal union. Add per year for air-speeded delivery: \$2 to Bahamas, Cuba; \$3.50 to Bermuda, Jamaica, Mexico; \$6.50 to Hawaii, Central America, Canal Zone, Dominican Republic, Haiti, Puerto Rico; \$8.50 to Colombia, Barbados, Guadeloupe, Neth. West Indies, Guyanas, Leeward & Windward Islands, Martinique, Trinidad, Venezuela, Virgin Islands; \$12 to Ecuador, Peru; \$16 to Bolivia, Chile; \$18.50 to Argentina, Brazil, Paraguay, Uruguay. NEWSWEEK INTERNATIONAL: \$10 to Continental Europe, Africa, the Near East, Japan, Korea; \$11 to United Kingdom; \$12 to Philippines, Guam, Okinawa. Special rate \$6.50 for U. S. servicemen.

Copyright 1948 by Weekly Publications, Inc. All rights reserved. Copyrighted under the International Copyright Convention. Copyright reserved under the Pan-American Convention. Editorial, executive and circulation offices: NEWSWEEK Building, Broadway and 42nd Street, New York 18, New York.

Registrado como artículo de segunda clase, en la Administración Central de Correos de esta Capital, con fecha 17 de marzo de 1944, México, D. F.

Inscripta como correspondencia de segunda clase en la Administración de Correos de la Habana, en marzo 18 de 1944.



Fairbanks-Morse
Opposed-Piston
Diesel Design . . .

Two pistons in each cylinder . . . delivering more power per cylinder, reducing bulk and weight, minimizing maintenance costs and "down time." Proved for years in toughest heavy-duty service.

Outstanding The Fairbanks-Morse Model 38 Opposed-Piston Engine!

The Model 38's advanced two-cycle Opposed-Piston design eliminates 40 percent of the working parts of the ordinary Diesel engine. The Model 38 has no valves, no cylinder heads — produces up to twice as much horsepower per foot of floor space! For heavy-duty service as the main engine in small plants or a space-saving unit in larger installations, consider the basic advantages of the Model 38. See your Fairbanks-Morse Diesel specialist for full particulars.

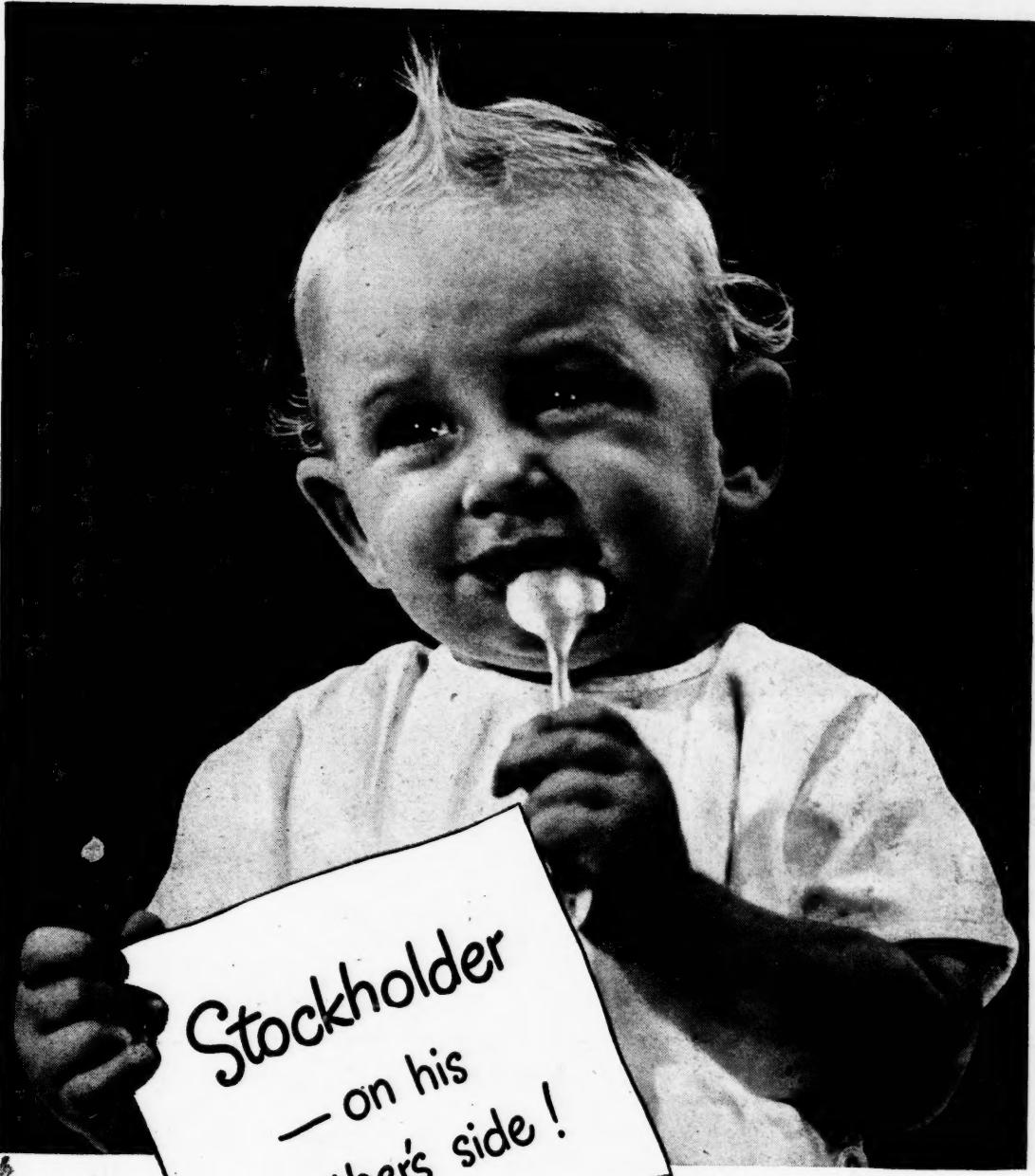
Fairbanks, Morse & Co., Chicago 5, Ill.



FAIRBANKS-MORSE

A name worth remembering

DIESEL LOCOMOTIVES • DIESEL ENGINES • STOKERS
SCALES • MOTORS • GENERATORS • PUMPS • FARM EQUIPMENT
MAGNETOS • RAILROAD MOTOR CARS and STANDPIPES



THIS little fellow wasn't born with a silver spoon in his mouth but his mother is a stockholder just the same. For she's one of the thousands and thousands of mothers — young and old — among the 390,000 women who are stockholders of the American Telephone and Telegraph Company. They outnumber the men!

They are women in all walks of life. The majority give their occupation as "housewife." Many others are teachers, nurses, stenographers, clerks and sales people.

Tens of thousands of girls and women who work for the Telephone Companies either own A. T. & T. stock or are buying it out of wages.

No other stock is so widely held by so many people all over America — and there are more stockholders now than ever before. The total exceeds 723,000.

So you can see that this is a business that is owned by the people. It was built by the savings of the many, rather than the wealth of the few.

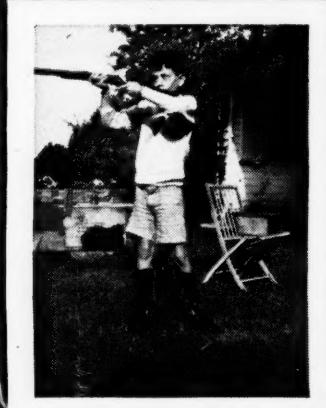
BELL TELEPHONE SYSTEM



All things human change



Teddie tangles with
his first ocean - 1929



1928-Ted takes his first
gun very seriously



Lazy day in the country - 1941



Family outing at Ted Jr's
favorite zoo - 1948

*How will the future unfold
in your album?*

In the first picture Ted was just a year and a half old, full of excitement at meeting his first ocean. But his album, not many pages later, pictures him at the zoo with a youngster of his own.

Your own album probably shows similar changes, and dramatizes just as vividly the surprising swiftness with which those changes come in every home.

The point is: Financial plans made for your family a few years back may not fit your needs, taxes and income today. A marriage or a new child, for instance, are only two of many possible reasons why you should review your life insurance program now.

If you own a New England Mutual life insurance contract, many liberal options are available to help you meet

changed needs. Any New England Mutual Career Underwriter will be glad to advise you how to adapt them most effectively to provide for that secure future every family man wants.

Better call your New England Mutual man today. Or, if he is not listed in your telephone directory, write: Personal Service Bureau, 501 Boylston Street, Boston 17, Massachusetts.

New England Mutual
Life Insurance Company  *of Boston*

George Willard Smith, President Agencies in Principal Cities Coast to Coast
The First Mutual Life Insurance Company Chartered in America—1835

Want a Fast Steamer?



Back in 1909 this steam touring car was a speed champion. Super-powered for those days, it could climb anything its wheels could cling to.

But within a few short years it was just a memory—completely routed by its gas-driven competitors.

Free Enterprise works like that. People are free to make any product they want—and equally free to accept a new product or stay away in droves. The general result is the greatest good for the greatest number.

The steam chariot was a deserved casualty of Free Enterprise. People were scared of steam boilers—in inexpert hands they had a disconcerting tendency to explode. Moreover, drivers needed a steam engineer's license in

order to navigate. So exit the Steamer.

Burlington Mills have prospered under Free Enterprise. By making the quality rayons (and other fabrics) people wanted, and by keeping prices as low as possible, Burlington became one of the world's greatest producers of man-made textiles. Millions of American men and women wear one or more Burlington fabrics. And their homes are more gracious because of Burlington decorative fabrics.

The challenge of Free Enterprise remains. If we make "Steamers," we'll relinquish our leadership to the manufacturers of more popular goods.

To the stern task of making the most of what most people want, we are applying all our energies.

Burlington Mills
"Woven into the Life of America"



E X E C U T I V E O F F I C E S , G r e e n s b o r o , N . G .

Maker of • Women's Wear Fabrics • Men's Wear Fabrics • Decorative Fabrics • Cotton Piece Goods and Yarns • Hosiery • Ribbons

"They knew me right away... EVEN IN CIVILIAN CLOTHES

I really got a kick out of that.

"It had been four years since I was billeted with them. Betty had grown, quite a bit—but even she knew me as I walked down the lane to their cottage.

"There's something about the British people—their warmth and their sincere concern for your comfort—that makes you glad to be back, if only for a month or two.

"They're doing so much to make travel here a pleasure... 4 weeks' stay without needing a ration card, no coupons required for the many good British things I'm going to ship direct back home, and all the gasoline I'll need to get to my farthest destination and return.

"I'm going to see it *all*, this time. I'm going to the races and to the theatre. I'm going into the Highlands. I'm glad I came in September, too, after the summer tourist rush was over. I'm going to get the feel of a land whose tradition is old and whose history spans twenty centuries and more. I've got time now. We were sort of busy when I was here last."

Come to Britain



FOR SCENERY • FOR SPORTS • FOR PAGEANTRY

FOR INTERESTS IN THE PRESENT—

AND INTEREST IN THE PAST

Illustrated literature and complete information from your local Travel Agent, or
BRITISH TRAVEL ASSOCIATION, Tourist Div. of the British Tourist and Holidays Board, 475 Fifth Avenue, New York 17, N.Y.

MAY: Exhibition—Royal Academy Summer Art—1st (till August 8th) • British Industries Fair—3rd-14th • Royal Windsor Horse Show—13th-15th • Golf—Ladies' International Match (Curris Cup), Southport—21st-22nd • Chelsea Flower Show—26th-28th.

Thrilling events in 1948

JUNE: London Music Festival • Racing, The Derby, The Oaks—2nd-5th • Royal Horse Show—10th-12th • Antique Dealers' Fair—10th-25th • Racing—Royal Ascot—15th-18th • Pageant, St. Albans—21st-26th • Lawn Tennis Championships—21st (till July 3rd).

JULY: Athletics-Amateur Championships, London—2nd-3rd. • Cricket, England vs. Australia, Manchester—8th • Musical Festival, Harrogate—5th-10th • Racing, Newmarket—13th-15th • Malvern Festival—26th-Sept. 4th • Racing, Goodwood—27th-30th • Olympic Games,

London, etc—29th-Aug. 14th • Exhibition, Design in Industry, London—5th-31st.

AUGUST: Welsh National Eisteddfod, Bridgend—2nd-7th • International Horse Show, London—16th-20th • Olympic Games activities throughout Britain—till 14th • Sailing Regatta, World Championship, Hayling Island—13th-14th • International Festival, Music & Drama, Edinburgh—22nd-Sept. 12th • Engineering Exhibition, London—26th-Sept. 11th. • Yachting, Cowes—28th-Sept. 4th.

SEPT.: International Festival, Music & Drama, Edinburgh, to Sept. 12th • Three Choirs Festival—5th-10th, Worcester • Horticultural Show—7th-8th, London • Highland Games—11th & 16th, Scotland • Widdecombe Fair—14th, Dartmoor • Racing—20th-21st, Edinburgh • Newmarket Meeting—28th-Oct. 1st.



Only
NEW CHEVROLET
Advance-Design Trucks for '48
Have All These New and
Finer Features

**NEW CHEVROLET 4-SPEED
SYNCHRO-MESH TRUCK
TRANSMISSIONS**

Completely new, Chevrolet-developed Synchro-Mesh transmission in heavy-duty models assures truck users of unparalleled new ease and efficiency in truck operation!

**NEW FOOT-OPERATED
PARKING BRAKE**

Here's a revolutionary new feature of Advance-Design models with 3-speed transmission. The new Chevrolet foot-operated parking brake provides safer, more efficient braking; plus new clear floor area!



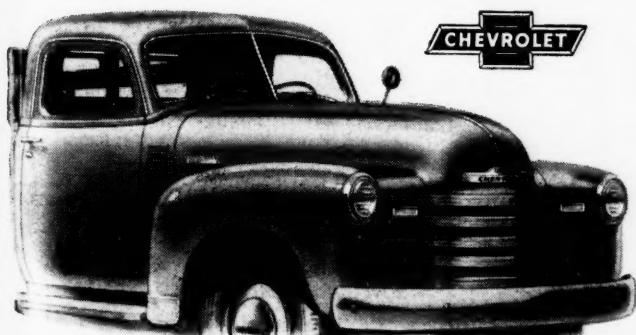
**NEW CHEVROLET ADVANCE-DESIGN
GEARSHIFT CONTROL**

Unrivaled new convenience and ease of operation in Advance-Design models with 3-speed transmission. Gearshift is mounted on the steering column to provide new efficiency on every hauling job!



**NEW IMPROVED CHEVROLET
VALVE-IN-HEAD ENGINE**

The world's most economical engine for its size—Chevrolet's power-packed valve-in-head engine is now even finer, with vital new features that assure greater durability and operating efficiency!



NEW MULTIPLE-FEATURE DEVELOPMENTS

Chevrolet Advance-Design provides new splined rear-axle shaft attachment to wheel hubs for greater strength and durability in heavy-duty models . . . New heavier, more durable springs . . . New propeller shaft bearing-seal design.

PLUS • The Cab that "Breathes" * • Flexi-Mounted cab • Uniweld, all-steel cab construction • Large, durable, fully adjustable seat • All-round visibility with rear-corner windows* • Super-strength frames • Full-floating hypoid rear axles • Specially designed hydraulic truck brakes • Thorough cab sealing insulation • Standard cab-to-axle dimensions, permitting interchange of bodies . . . and MANY other fine features.

*Fresh air heating and ventilating system and rear corner windows optional at extra cost.

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICH.

LOWEST-PRICED LINE OF TRUCKS IN THE VOLUME FIELD!

I got them
whisk-broom
blues . . .



NO wonder porters are singing the blues. There is not so much brushing to do since Listerine Antiseptic started going after infectious dandruff. Yes, many men, too, have that "new look" . . . neater, tidier . . . even wear their blue suits with impunity!

Flakes and Scales? Look Out!

If you're troubled with embarrassing flakes and scales . . . if your scalp itches now and then . . . look out for infectious dandruff.

Get started right away with Listerine Antiseptic and massage. This is the method that treats an infection the way it should be treated . . . with quick germ-killing action. It's the treatment that has helped so many.

Listerine Antiseptic gives scalp and hair a stimulating antiseptic bath . . . kills



millions of the stubborn "bottle bacillus" (*P. ovale*) that so many dermatologists say is a causative agent of infectious dandruff.

Watch Flakes Disappear

See how quickly flakes and scales begin to disappear under Listerine Antiseptic medication. Note how clean and healthy and fresh your scalp feels. See how handsome your hair looks; nothing to be ashamed of now.

Why not do like so many men and women do? Make Listerine Antiseptic and massage a regular part of hair-washing routine. It's a wonderful precaution. And, if trouble has already started, step up the treatment.

Remember, in clinical tests twice-a-day use of Listerine Antiseptic brought marked improvement within a month to 76% of dandruff sufferers. Listerine Antiseptic is the same antiseptic that has been famous for more than 60 years in the field of oral hygiene.

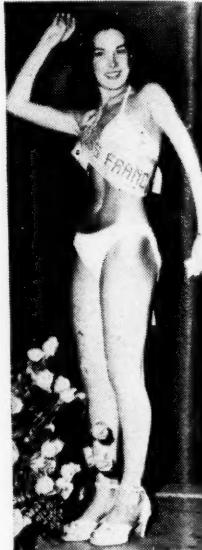
LAMBERT PHARMACAL CO., St. Louis, Mo.

LISTERINE ANTISEPTIC for Infectious Dandruff

LETTERS



Reuterphoto—European
Breda Bartlett



Acme
Miss France

(Continued from Page 2)

beautiful women, especially Breda Bartlett (NEWSWEEK, March 29). She is not nearly as starved looking as that alleged prize-winner, Miss France, who provoked all the furor some weeks ago.

CEDRIC ASPINWALL

London, England

► If Breda Bartlett was entered in that contest which Miss France won, it would have been Rule Britannia!

DAPHNE LORD

Sussex, England

► Mrs. Beaudry's remarks about Miss France obviously were sarcastic and motivated by jealousy. I for one would not swap chassis with Miss France. What does Mrs. Beaudry look like?

MRS. A. FRIED

Brooklyn, N. Y.



Mrs. Beaudry

► You may use this snapshot . . . It is my husband's favorite. Beauty is merely an aggregate of qualities which pleasantly exalts the intellect . . . No matter what it is, or whose it is, it should be realistically and quietly appreciated. The French proverb,

"*La beauté ne se mange pas en salade*" (figuratively, beauty buys no beef), is probably the world's worst half-truth.

MRS. EILEEN C. BEAUDRY
 Quebec, Canada

Throwing the Bull

I'd like to show Mr. Glenn Miller a Miura or a Veragua (NEWSWEEK, March 22). In case he doesn't know, they are "helpless" little bulls that those "worst

IN THE HAND OF

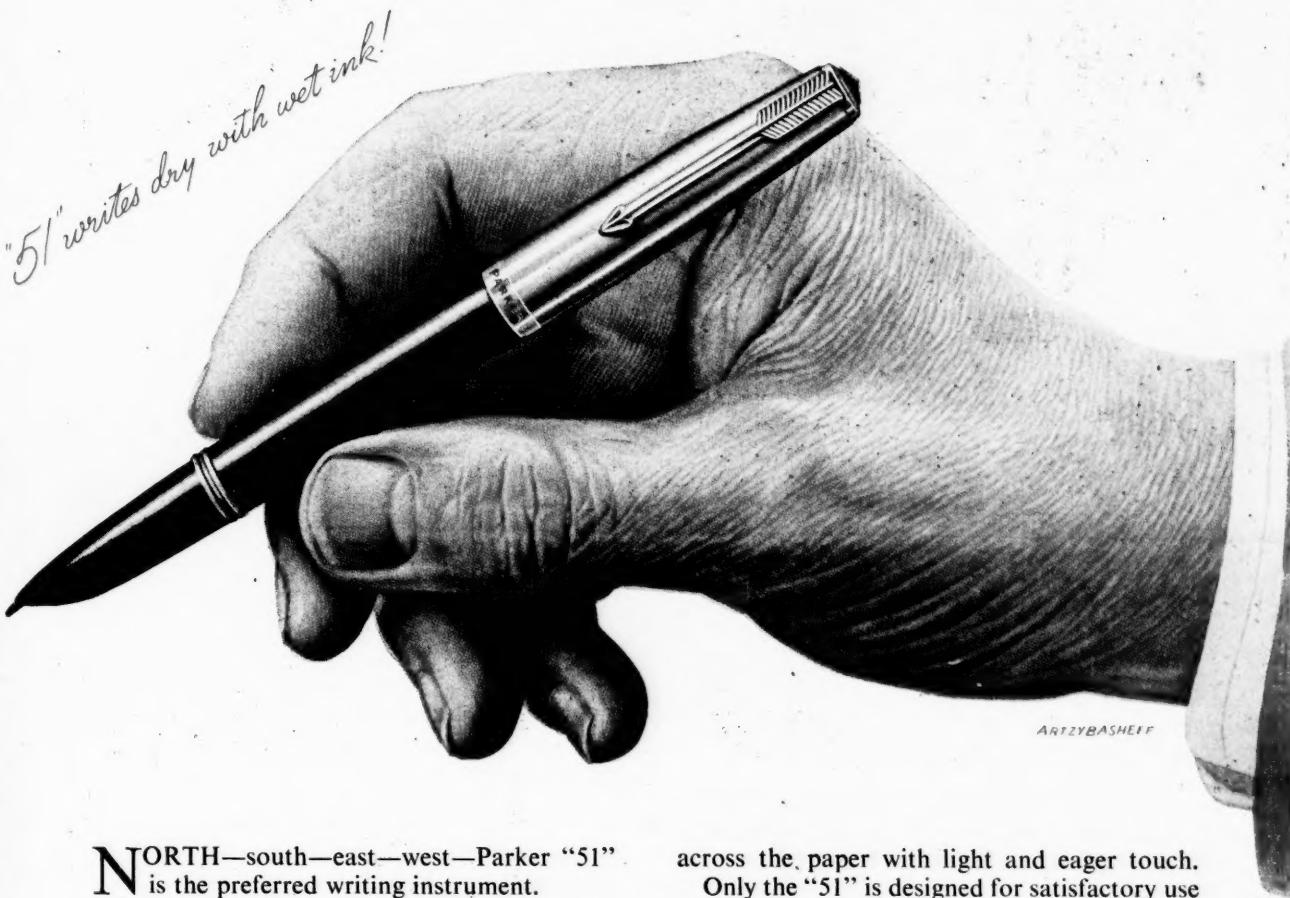


Vilhjalmur Stefansson

Vilhjalmur Stefansson, world-famous scientist, and explorer of the northern polar regions. Also editor of the currently popular book, "Great Adventures and Explorations."

World's most wanted pen...

Parker "51"



NORTH—south—east—west—Parker "51" is the preferred writing instrument.

77 surveys in 29 countries proclaim its popularity. Even in far-off Sydney, Australia, for example, the preference for Parker exceeded that of the next three leading makes combined!

Here is a pen of simple, unspoiled beauty. Precision-made from cap to point. You choose from a wide range of individualized custom points. Each is designed to suit a different style of writing. Each starts on the instant—glides

across the paper with light and eager touch.

Only the "51" is designed for satisfactory use with super-brilliant, new Parker Superchrome Ink that *dries as it writes!*

See the Parker "51" today. An ideal gift for birthdays and anniversaries. Choice of distinctive colors. Individual "51" Pens (including the new demi-size), \$12.50; \$15.00. Pencils, \$5.00; \$7.50. Sets, \$17.50 to \$80.00. Parker V-S Pens, \$8.75. Pencils, \$4.00. The Parker Pen Company, Janesville, Wis., U.S.A., and Toronto, Can.

Copr. 1948 by The Parker Pen Company

PARKER Superchrome INK WHOLLY NEW... FOR THE PARKER "51" PEN ONLY! SUPER-BRILLIANT, SUPER-PERMANENT, WRITES DRY!



He answered the call at midnight

CALL HIM John Smith. The name doesn't matter. You've known him by many names and in many places.

He was one of the men who answered the wild pounding on the door, that midnight of April 18, 1775, and spoke to the panting horseman whose name was Paul Revere.

"To arms!" cried Revere. "The British are coming! We're meeting on Lexington green."

"I'll be there," said John Smith, for he always is.

John Smith put on his clothes, and filled his pockets with the bullets his wife had moulded in the fireplace. He took the long musket down from the wall.

He went to the cradle, and softly placed his hand on the head of the little boy who was sleeping there. Then he took his wife in his arms and kissed her.

"Be careful, John," said Mrs. Smith.

"Don't worry," said John. And he went out, with his long farmer's stride, to keep his date with history.

Do you know John Smith now? He is every American, in every time and place, who knows that independence is the breath of life. He makes up his own mind . . . worships in his own way . . . stands on his own feet . . . and provides for his own future through savings and life insurance.

John Smith is you.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

NEW ENGLAND'S LARGEST FINANCIAL INSTITUTION

LETTERS

kind of cowards in the world" play around with once in a while. I bet you our Fearless Fosdick à la Texas would turn amarillo (yellow in Spanish) . . .

L. ARAGON-ESCALONA
San Francisco, Calif.

Whatever Became of . . .

The New York Stock Exchange is back in the news with its current labor troubles. Whatever became of the exchange's former president, Richard Whitney, who was sent to Sing Sing in 1938?

T. A. JACKSON
Queens Village, N. Y.



International

Whitney leaving prison in 1941

Paroled in 1941, Whitney managed a dairy farm in Massachusetts for several years, then became president of Ramie Mills of Florida, Inc., which was incorporated in Delaware, Jan. 1, 1946, to grow and process ramie (an Oriental plant) for fiber. Ramie Mills is at Zellwood, Fla., where Whitney has lived for two years.

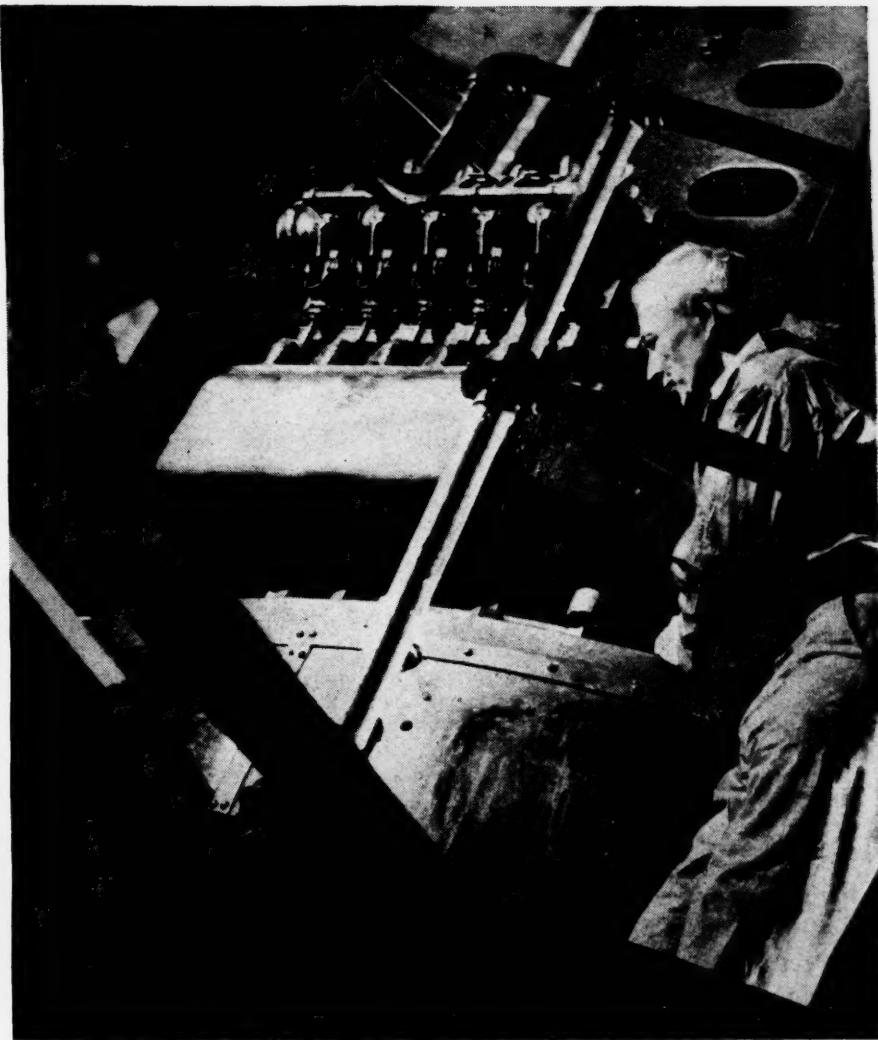
Pro and Con Guru Letters

Thanks for publishing so the American people can read the fantastic story of the Guru letters (NEWSWEEK, March 22). It would seem to be a grave reflection on the political judgment and sincerity of men in the Democratic party who engineered getting such a man into positions of influence, even to being Secretary of Agriculture . . .

F. EISEMAN
Latrobe, Pa.

►I read with considerable comfort your article . . . [in which] you state: "Henry A. Wallace was born a United Presbyterian, but it was too stark a religion for him." Consulting Webster, I find "stark" defined (Continued on Page 14)

Newsweek, April 19, 1948



**He finds their "aches"
—and saves you headaches**

Power plant operators have told of Hartford Steam Boiler inspectors who seemed almost uncanny in the way that they could detect a "sore spot" in a power unit . . . and thus prevent a costly accident.

There is good reason for their skill. They have not only their own years of experience to call on but have been especially trained by a Company with 82 years of accumulated "know how" in the insurance and protection of power plants.

They are part of a staff—the largest of its kind—that devotes full time to periodic inspections of in-

sured power equipment. These check-ups, and the recommendations which follow, have often added years to the useful life of costly installations.

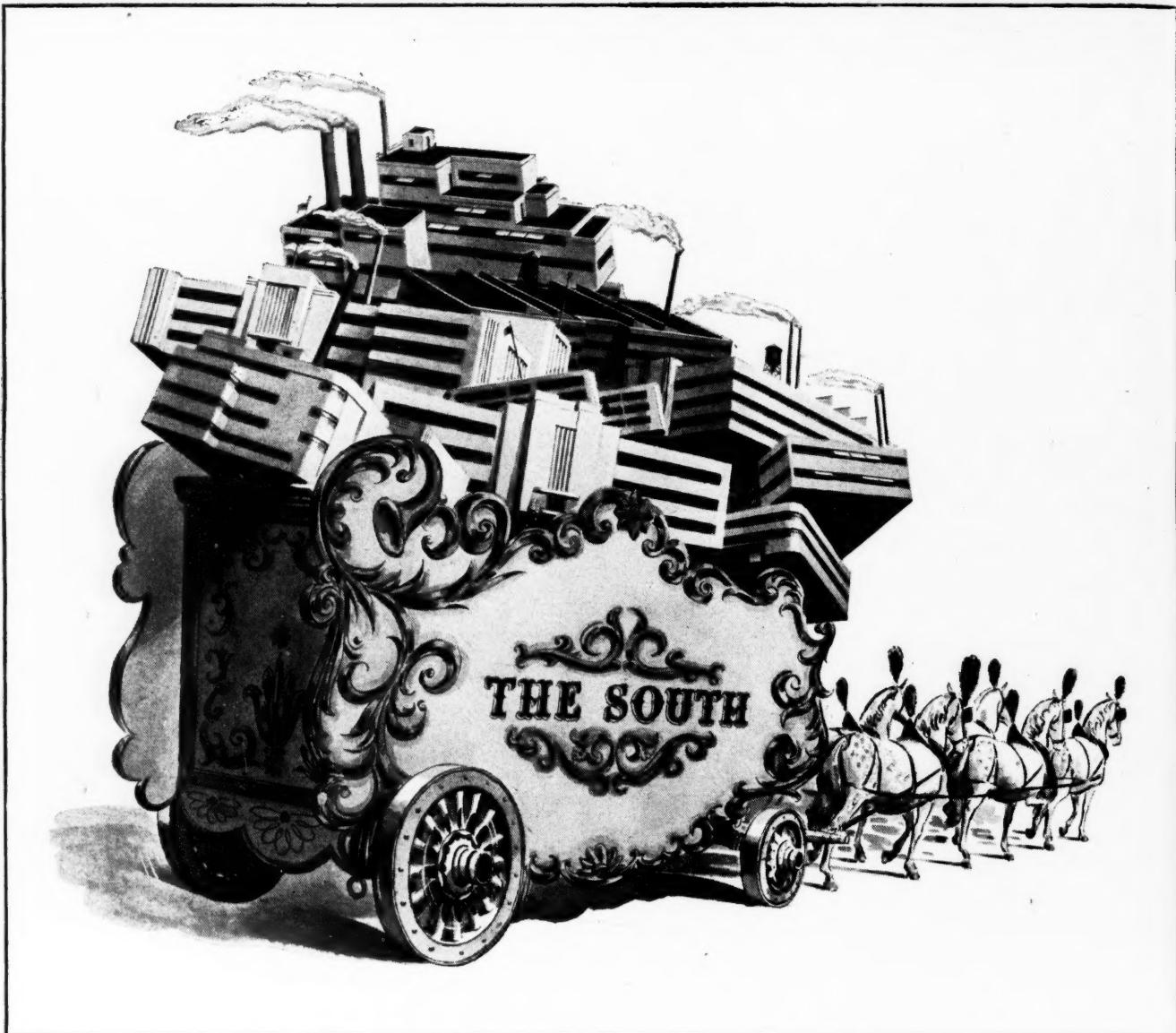
Many policyholders feel that the value of this service is worth several times the insurance premium.

It is one of the features that makes Hartford Steam Boiler the first choice, by a wide margin, among purchasers of boiler and machinery insurance. Ask your agent or broker how the Company can help keep your power equipment operating safely.



The Hartford Steam Boiler Inspection and Insurance Company
HARTFORD, CONNECTICUT

Covers: Boilers • Pressure Vessels • Steam, Gas and Diesel Engines • Turbines • Electrical Equipment



Industrial Bandwagon

SOON, the greatest industrial show on earth will be "playing" in the South!

For this progressive, fast-growing area... served by the 8,000-mile Southern Railway System... is a land of gargantuan opportunities. Here, new factories are springing up almost as fast as the "big-top" the night before a circus. Here, both old and new

plants are growing to jumbo size... and prospering... thanks to a colossal list of natural and economic advantages.

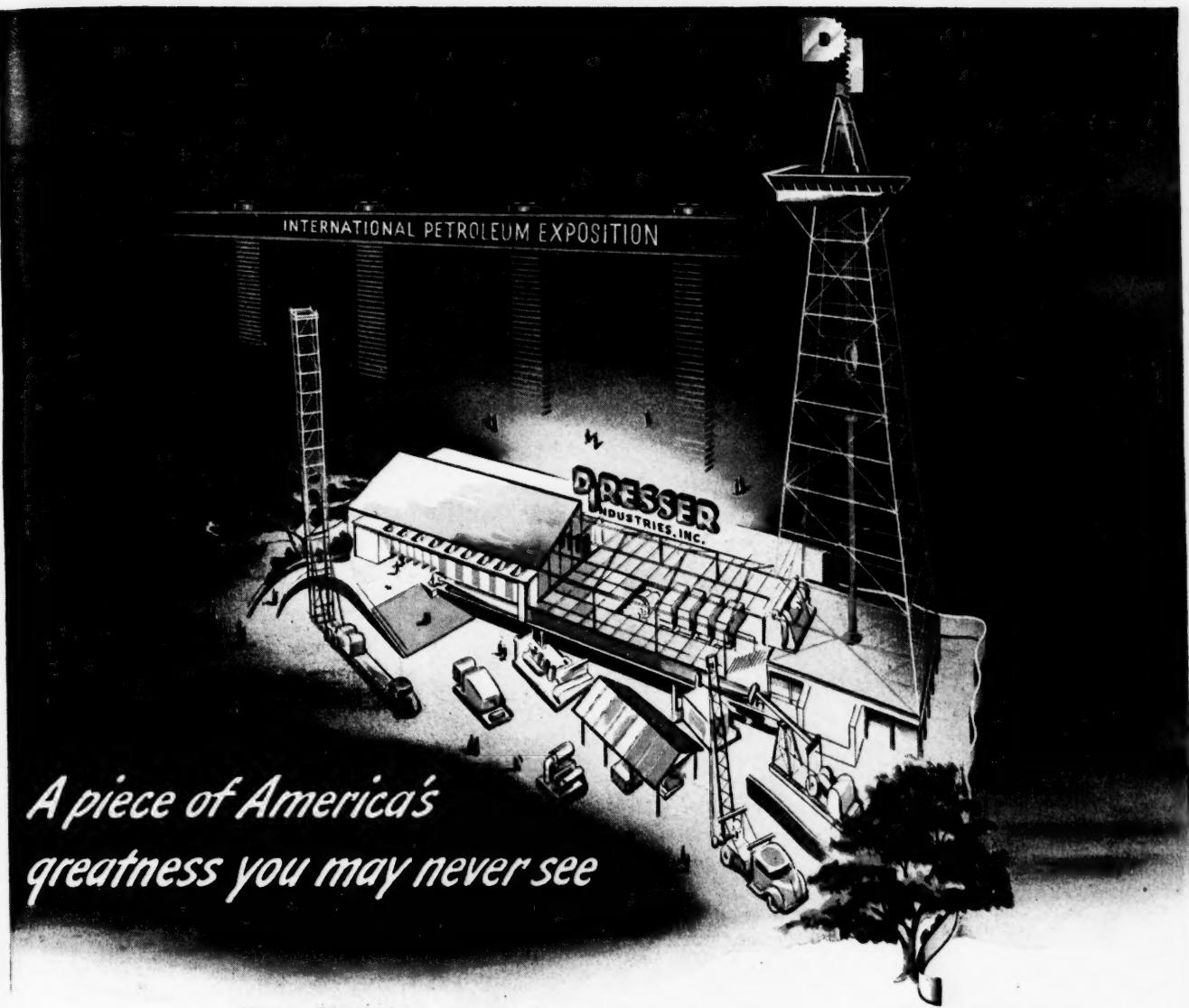
So step right up! Hop aboard this industrial bandwagon! For a brighter business future... "Look Ahead—Look South!"

Ernest E. Morris
President



SOUTHERN RAILWAY SYSTEM

The Southern Serves the South



*A piece of America's
greatness you may never see*

From May 15 to 22, thousands of business leaders from all over the world will flock to Tulsa. The International Petroleum Exposition is probably the greatest single display of the reasons for America's world position.

Oil companies will display their latest tricks; suppliers their latest equipment, which makes those tricks commercialable.

Dresser, among its multiple displays, shows the Kobe oil-well pump, doing, in thirty minutes with one man, what formerly took eight hours with four men. Also its Ideco Rambler Rig, a towering derrick, formerly fixed expense for every well, now truck-mounted. After the show, it will telescope and roll away to work. And Dresser shows its Clark Midget compressor, a 300 h.p. machine, engineered with such precision balance that it can be skid-mounted.

Unique within this mammoth exhibit, Dresser Industries' section is the only one which spans the entire field, engineering ahead of the trend from well to pipe line to refinery.

BOVAIRD & SEYFANG Mfg. Co.
Bradford, Pa.

BRYANT Heater Company
Cleveland, Ohio; Tyler, Texas

CLARK Bros. Co., Inc.
Olean, New York

DAY & NIGHT Mfg. Co.
Monrovia, Calif.

DRESSER Mfg. Division
Bradford, Pa.

DRESSER Mfg. Company, Limited
Toronto, Ont., Canada

INTERNATIONAL Derrick & Equipment Co.,
Beaumont & Dallas, Texas; Torrance, Calif.;
Columbus, Marietta & Delaware, Ohio

KOSS, Inc.

Huntington Park, Calif.

PACIFIC Pumps, Inc.

Huntington Park, Calif.

PAYNE Furnace Co.

Beverly Hills, Calif.

ROOTS-CONNERSVILLE Blower Corp.
Connersville, Ind.

SECURITY Engineering Co., Inc.
Whittier, Calif.

STACEY BROS. Gas Construction Company
Cincinnati, Ohio
Stacey-Dresser Engineering Division
Cleveland, Ohio

THE ONLY COMPANY DOING AN OVER-ALL JOB

I From well to refinery
for the Oil Industry—
From source to home appliance
for the Gas Industry

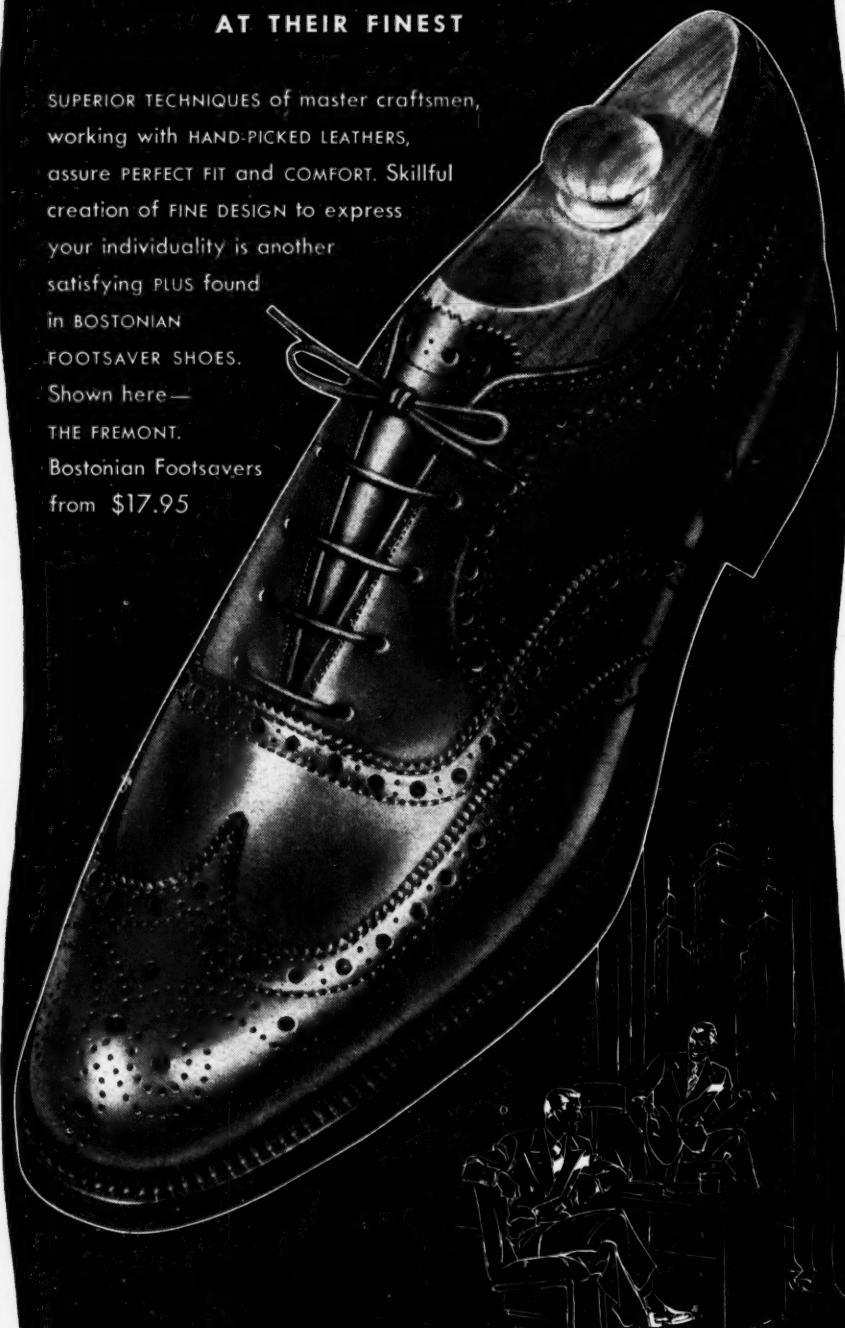
DRESSER
INDUSTRIES, INC.

TERMINAL TOWER • CLEVELAND 13, OHIO

Footsaver Shoes

BOSTONIANS
AT THEIR FINEST

SUPERIOR TECHNIQUES of master craftsmen, working with HAND-PICKED LEATHERS, assure PERFECT FIT and COMFORT. Skillful creation of FINE DESIGN to express your individuality is another satisfying PLUS found in BOSTONIAN FOOTSAVER SHOES. Shown here—THE FREMONT. Bostonian Footsavers from \$17.95



Bostonians

FIT. RIGHT. FEEL RIGHT. THEY'RE WALK-FITTED

WHITMAN, MASSACHUSETTS

LETTERS

(Continued from Page 11)
as "strong, pure, unmistakable." I thank you for the implied compliment. I am a United Presbyterian.

M. R. PUTNAM

Columbus, Ohio

► Does NEWSWEEK really consider this scandal story significant? . . . I was disappointed that NEWSWEEK did not put these three pages to better use.

OLIVE H. GOLDEN

Athens, Greece

► If you have to stoop that low to find something to criticize Mr. Wallace for, he must be an exceptionally fine man.

JERRYL L. KEANE

Boston, Mass.

Aid and Comfort?

The Senate Agricultural Committee's handling of oleomargarine taxes . . . (NEWSWEEK, March 29) will provide great satisfaction and glee to the enemies of the United States. Even in small matters we are aware, it appears, that this is a political year and a small segment of the agricultural block—the dairy interests—must not be alienated . . . The sophisticated news reporting of NEWSWEEK . . . will help to acquaint our citizenry with its helplessness in some kinds of political activities.

GLEN C. TURNER

Colorado State College
Greeley, Colo.

► Oleo is a nutritious product and should be allowed to sell on the open market without discriminatory taxation—but it should sell on its own merits, and not be camouflaged as something it is not . . . You should admit that not all competent research men have agreed that oleo is as nutritious as butter.

JOHN B. PETERSON JR.

Granby, Mo.

Newsweek

make sure
of your copy

- one year \$6.50
 two years \$10.00

mail to.....

address.....

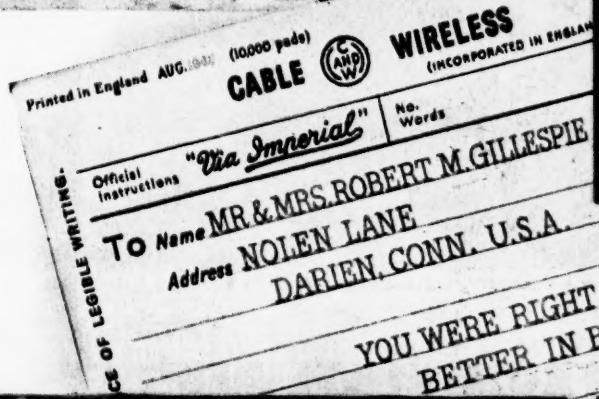
city.....zone.....

state.....

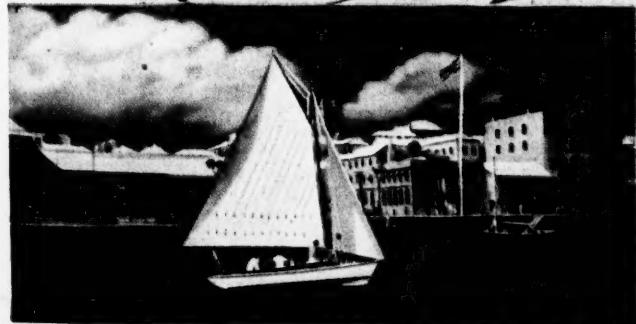
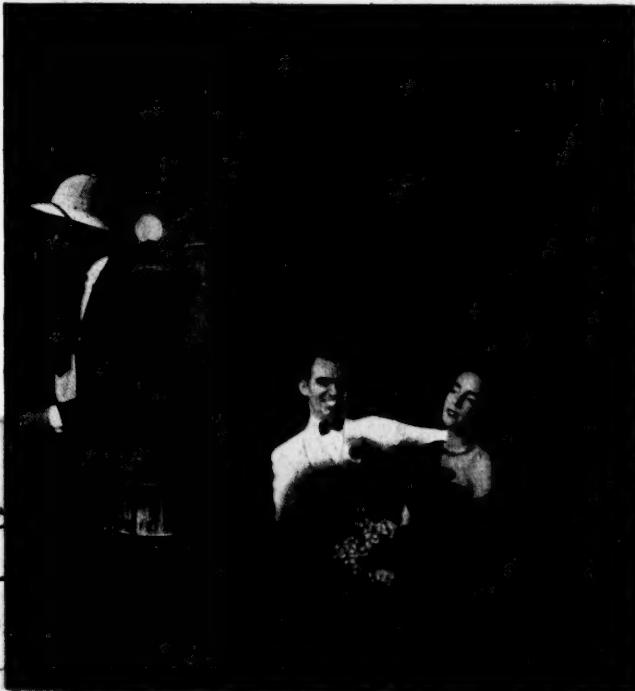
Newsweek, 152 West 42nd St., New York 18, N.Y.

Newsweek, April 19, 1948

"This is a day that must never end," you'll say—when you're in Bermuda. Today, perhaps, you picnic on a secluded little beach of powdery pink sand... rimmed by the scented cedars and the blue, blue sea. You're a million miles from care... for even day-dreams are better in Bermuda.



Yes, you'd wish for days that went on forever, if it weren't for the nights in Bermuda. Leisurely, your carriage wafts you through the perfumed evening. The cloppety clop of hoofs echoes softly along the oleander-lined lanes... and your mood is wrapped in silver. The moon is brighter in Bermuda.



Somewhere, you must find a day for sailing... to wander among the tiny islets that dot Hamilton Harbour. And another, by all means, to tour the intriguing shops of the colourful British colonial cities of Hamilton and St. George. Today, any day... the things you do are more fascinating in Bermuda.

EVERYTHING IS BETTER IN—

Another day... like yesterday, like tomorrow... is perfect for cycling. Idly, you drift along the quiet, colourful lanes that interlace Bermuda from shore to shore. Or perhaps this is a day for ooh's and aah's at the Aquarium... or for climbing the stairway to the sky at Gibbs Hill Lighthouse. Wherever you go, whatever you do... everything is better in Bermuda.



FOR NEW ILLUSTRATED BOOKLET, write The Bermuda Trade Development Board, Hamilton, Bermuda, or 620 Fifth Avenue, New York 20, N.Y.
In planning your trip to Bermuda, your Travel Agent can give you experienced help and complete service—at no cost to you.



Greater resistance to heat and light . . . to cold, aging, oils, acids, foods, other destructive factors . . . are features of products made from Marvinol resins.

MAKING PRODUCTS FROM VINYL RESINS?

you'll get more of everything with MARVINOL®

If you're making plastic or elastomeric products from vinyl resins, it will pay you to read these facts about Marvinol . . . the resin that gives you more of everything.

More Stability!

Marvinol offers superior stability in processing and in end product. High molecular weight gives it extra toughness and "dryness" . . . yet it is easy to calender, extrude, injection mold, disperse, or process into unplasticized rigids. Plastics made from Marvinol may be made tasteless, odorless . . . are easily cleaned . . . show less heat deformation, have greater low temperature flexibility . . . may be

opaque or crystal clear, brilliantly or delicately colored.

More Uniformity!

Marvinol resins are a development of Martin research and Martin's quarter-century of plastics experience . . . the same research and experience that developed the Mareng flexible fuel tank for aircraft. They're being produced in the world's most modern chemical plant to assure you of unexcelled uniformity. And

they're backed by the Martin reputation for quality of product.

More Cooperation, too!

No division of The Glenn L. Martin Company compounds or fabricates in the plastics field. Expert sales engineers and a fully equipped modern customer service laboratory offer maximum technical cooperation. Write on your company letterhead to: Chemicals Division, The Glenn L. Martin Co., Baltimore 3, Maryland.

Martin  **Marvinol**

RESINS, PLASTICIZERS AND STABILIZERS PRODUCED BY THE CHEMICALS DIVISION OF
THE GLENN L. MARTIN COMPANY • AN INTERNATIONAL INSTITUTION
"BETTER PRODUCTS, GREATER PROGRESS, ARE MADE BY MARTIN."

MANUFACTURERS OF: Martin 2-0-2 airliners . . . Advanced military aircraft . . . Aerial gun turrets . . . Marvinol resins (Martin Chemicals Division)
DEVELOPERS OF: Rotary wing aircraft (Martin Rotawings Division) . . . Mareng fuel tanks (licensed to U. S. Rubber Co.) . . . Honeycomb construction material (licensed to U. S. Plywood Corp.) . . . Stratovision aerial rebroadcasting (in conjunction with Westinghouse Electric Corp.)
LEADERS IN RESEARCH: to guard the peace and build better living in many far-reaching fields.

Newsweek

Registered U. S. Patent Office

The Magazine of News Significance

INDEX

News	
BOOKS	100
BUSINESS	66
CANADIAN AFFAIRS	46
EDUCATION	88
FOREIGN AFFAIRS	35
IN PASSING	50
LATIN AMERICAN AFFAIRS	48
LETTERS	2
MEDICINE	97
MOVIES	91
MUSIC	84
NATIONAL AFFAIRS	25
PRESS	58
RADIO	56
RELIGION	78
SCIENCE	54
SPORTS	81
TRANSITION	64
Trends and Forecasts	
PERISCOPE	19
WASHINGTON TRENDS	22
Signed Opinion	
BUSINESS TIDES, Henry Hazlitt	76
PERSPECTIVE, Raymond Moley	104
SPORT WEEK, John Lardner	80
WASHINGTON TIDES, Ernest K. Lindley	32

Editorial Board:
MALCOLM MUIR, Chairman

EDWARD W. BARRETT Editorial Director CHET SHAW Executive Editor JOSEPH B. PHILLIPS Director, Foreign Affairs

EDWIN STOUT, Assistant Executive Editor

Associates: Raymond Moley, Henry Hazlitt, John Lardner, Admiral William V. Pratt, U.S.N., Retired.

Associate Editors: John L. Beckley, John Caldwell, Robert Humphreys, Harry F. Kern, Tom Malley, Tom Sears.

News Editor: Dorothy Woolf. **International Editions Editor:** Niles W. von Wetberg. **Pan American Editor:** Harry B. Murkland. **Special Projects Editor:** Harold R. Isaacs. **Executive Assistant:** Frank G. McCusker.

Bureaus:

WASHINGTON, Ernest K. Lindley (Washington editor and bureau chief), Kenneth Crawford (assistant chief), Edward Weintal (diplomatic correspondent), Wilbur Baldwin, Vera Clay, Richard J. Davis, Walter Fitzmaurice, Ann Ives, Charlotte V. Kennedy, Norma Milligan, Hobart Rowen, Karen Salisbury, Samuel Shaffer, Mary Williams. **DETROIT**, Ed O'Brien (chief). **LONDON**, Fred Vanderschmidt (chief), Sheila Baker. **PARIS**, Loren Carroll (chief), Patricia Pullan, Henry P. McNulty (European Editions Manager), Robert Cheve. **BERLIN**, John E. Thompson (chief). **FRANKFURT**, Jess W. Jones. **ROME**, George J. Cueto. **TOKYO**, Compton Pakenham (chief), Karl Bachmeyer.

Department Heads: Oleg Barbi, Marguerite Clark, Emily Coleman, Harry Davis, Terry Ferrer, John Ferris, Elizabeth Forsling, Donald O. Hotaling, Jack O'Brien, Ralph D. Paladino, Karl Schriftgiesser, George Y. Wells, James W. Wells, T. H. Wenning.

Assistant Editors: Charles H. Brown, Fred E. Galbraith Jr., August P. Giannini, Sam Halper, Gordon C. Hamilton, Kathleen Harriman, Richard C. Holden, Paul E. Kline, Harold Lavine, John T. McAllister, Malcolm Muir Jr., Katharine Riggs.

Editorial Assistants: Muriel Ahern, Lawrence Arany, Frances Barry, Judith Birnbaum, Yole de Blasio, J. Calamari, Betty Casey, Lillian Chiraka, Helen S. Davis, Ruth E. Davis, Donald Forbes, Lenore Garrett, Merrv Hinman, Ida Harvey, Mary B. Horan, Dorothy Janson, Laune Johnston, Vivian Keeler, William C. Kister, Ollie La Bash, Ruth Landowne, Elizabeth Miller, Elma S. Nagle, Lois Pearson, Eleanor Resnick, Vida Sanger, Elizabeth Shaw, Dorothy Sheldon, Winifred D. Shenkel, Betty S. Smith, Sherwin D. Smith, Archer Speers, Carmel J. Tingle, Albert S. Wall, Ruth Werthman, Gerson Zelman.

Photo and Art Assistants: Grace Dostal, Charles D. Feeney, Frank Nigra, Thomas Orr Jr., Helen Petrie, Anthony Rollo, Jack Rollo.

Board of Directors
VINCENT ASTOR, Chairman

MARY CUSHING ASTOR E. ROLAND HARRIMAN MALCOLM MUIR
CHARLES F. BOMER T. F. MUELLER ROLAND L. REDMOND

MALCOLM MUIR President and Publisher GIBSON McCABE Advertising Manager
T. F. MUELLER Vice President and General Manager BORDEN R. PUTNAM Business Manager
CHARLES F. BOMER Secretary and Treasurer JAMES A. RICHARDS Jr. Production Manager
ARTHUR V. ANDERSON Advertising Director ARCHER E. CHURCH Controller
F. E. DAVIS Manager of International Editions

EDITORIAL, EXECUTIVE AND CIRCULATION OFFICES:
Newsweek Building, Broadway and 42nd Street, New York City

A Well-Informed Public
Is America's Greatest Security

For Your Information

TOUR DE PHILLIPS: As this page goes to press, Foreign Affairs Director Joseph B. Phillips sails on the Queen Elizabeth for a series of conferences with Newsweek bureau chiefs in England and on the Continent. Phillips will also renew his news contacts and visit many old friends of foreign-corresponding days. Next month you can expect to see Foreign Tides with a European dateline.



TOUGH ASSIGNMENT: While Newsweek's Sports Editor Jack O'Brien received a rose on this page only last week, perhaps it is not carrying it too far to mention the work he puts into his reporting. For example, in order to write his story on the Acapulco sailfish tournament (NEWSWEEK, April 12), O'Brien went in for an eight-day, 4,570-mile trip plus some conscientious research that landed him the large hunk of source material shown at the right (length 8 feet 11 inches, weight 79 pounds).

STASSEN STAMINA: The other day, Ray Moley and National Affairs Editor Bob Humphreys were discussing the thoroughness with which Harold Stassen has stumped the country in his bid for the Republican Presidential nomination. Out of that talk came the idea for the map on pages 28 and 29 which describes as words never could, the amazing campaigning record chalked up by the man from Minnesota. Incidentally, the map was drawn to exact specifications as listed in Stassen's personal log which Humphreys obtained from the peripatetic candidate.

VOLUME BY VANDERSCHMIDT: As a direct result of his report on growing British anti-Americanism, in the Dec. 22, 1947, issue, NEWSWEEK's London Bureau Chief Fred Vanderschmidt is writing a book on John Bull's attitude in general toward Uncle Sam. It was suggested to him by Robert M. McBride & Co., the publishers who will bring the volume out in the fall. As of now, the working title is "What the English Think of Us," which is direct enough, and those who have read the first five or so chapters in proof call it "lively, illuminating, provocative."

THE COVER: First of the GOP Presidential aspirants to announce his intentions (Dec. 17, 1946), Harold E. Stassen has never wavered in his fight for the nomination. By plane and train and chartered bus he has stumped the country with a thoroughness unprecedented in the history of Presidential aspirants. Last week his rugged itinerary paid off. Stassen baffled the experts with his overwhelming victory in the Wisconsin primaries. For a discussion of the method and technique used to gain this surprising political win and for its significance, see page 27. To get this photo of the highly mobile Stassen, NEWSWEEK Photographer Ed Wergeles had to crowd his color camera into a Pullman compartment and catch the candidate talking to reporters, just a few minutes before train time.



The Editors

THE WORD IS GOING AROUND!

by Mr. Friendly



Flash! Word sweeps nation!
Word heard in New York, Boston, Chicago, L. A....
Word sends more businessmen to American Mutual
than ever before!

What is the word? Listen . . . Listen!
"American Mutual is a friendly company to do
business with!"
"They settle claims quickly, fairly!"
"They've got a special service* that reduces accidents."

"They helped increase profits in my plant!"
"Even with rising prices, they still save you 20%
on premiums!"

Yes! The word's going around and more industries
are signing up with American Mutual than ever
before in our entire history.
We thought you'd like to know
about it, just in case you didn't
get the word!



AMERICAN MUTUAL
... the first American liability insurance company

© 1948. AMERICAN MUTUAL LIABILITY INSURANCE COMPANY

*The biggest extra in insurance . . . that's I. E. Loss Control,** a special service, at no extra charge with every industrial policy. Ask your local American Mutual man to show you the "40 Convincing Cases" . . . see how accidents and costs are reduced, production and profits increased. Write today for free copy of "The All-American Plan for Business" or "The All-American Plan for the Home." American Mutual Liability Insurance Co., Dept. A-80, 142 Berkeley St., Boston 16, Mass. Branch offices in principal cities. Consult classified telephone directory.

**Accident prevention based on principles of industrial engineering.

The Periscope

Reg. U. S. Pat. Off.

What's Behind Today's News and What's to Be Expected Tomorrow

Capital Straws

Don't count out the possibility of a trip by President Truman this summer to the sore spots of Europe and the Middle East, a development which it is believed would aid his prestige at home . . . The Army is giving serious study to the Lodge bill to permit non-Communists of other nations to enlist for foreign duty with U. S. forces . . . Charles Wilson of General Electric is spending about half of his time in Washington. He's part-time consultant to Defense Secretary Forrestal, and he's also helping Paul G. Hoffman recruit industrial experts for the Economic Cooperation Administration . . . The armed services are quietly urging other government departments to encourage development of scientific research outside of the Eastern Seaboard area . . . Don't be surprised if CIO President Philip Murray reverses his stand and signs the NLRB anti-Communist affidavit . . . Arthur Hill may resign as chairman of the national Security Resources Board.

Zach and Ike

Supporters of Eisenhower for President are circulating photostats of a 100-year-old letter written in September 1847 by Gen. Zachary Taylor, hero of the Mexican War, at the time he was being widely discussed as a possible Whig candidate for the Presidency. It states: "I will not accept the nomination exclusively from either of the great parties which divide the country . . . I most truly say I do not want the office, and sincerely regret I was thought of for the same." Nominated by the Whigs in 1848, Taylor became the twelfth President of the United States.

Political Notes

Taft organizers are taking advantage of every opportunity for discounting his relatively low standing in public-opinion polls. They tell political writers the polls represent the rank and file, whereas Taft stands high with GOP party leaders who'll control national convention machinery . . . The Republican high command is using as basic anti-Truman ammunition the repeated charge of "government by hysteria," and will seek to convince the voters that the White House deliberately manufactures "crises" to woo unified support . . . There's more than talk behind Capitol rumors that some well-to-do Republicans are making anonymous contributions to the Wallace third party campaign . . . Ex-Governor

Kerr of Oklahoma, who keyed the 1944 Democratic convention, is getting stiff opposition in his fight for a pro-Truman state delegation to the Philadelphia convention.

Defense Stockpiling

Look for a strong move in Congress to force the Administration to speed up the stockpiling of critical materials. Along with this will come severe criticism for permitting war-end stocks to dwindle. Although Budget Bureau requests for funds to finance stockpiling have been tripled since the first of the year, actual appropriations are likely to run still higher. To save materials meanwhile, National Defense headquarters has ordered the Munitions Board to hold up further sales of most types of surplus war equipment. Indications are that it will be utilized for rearming European nations opposed to Communism, assisting Latin American military programs, and equipping National Guard and reserve units in the U. S.

National Notes

Look for early action by the Justice Department on long-delayed prosecutions for fraud in construction of veterans' homes. More than 27,000 complaints from ex-GI's are pending . . . It may be denied but James K. Vardaman, Truman appointee on the Federal Reserve Board, recently has fallen out with his onetime protégé, White House adviser Clark Clifford . . . Military medical men are under new instructions not to discuss questions relating to bacteriological and biological warfare, or even mention the terms . . . Seven conservative Negro editors returning from an Army-sponsored tour of Germany will demand a change in the official segregation policy. They were impressed by an occupation-zone school where white and Negro troops study together and share the same barracks and mess . . . A leading Washington columnist may soon quit to accept an academic post.

Trends Abroad

Diplomatic reports from Soviet and satellite capitals stress that the violence of American reaction to the Communist coup in Czechoslovakia came as a distinct surprise to Moscow. Possibly to offset this reaction, the Russians have now ordered the Czech press and radio to cease their attacks on the U. S. . . Responsibility for formulating and directing U. S. policy in Japan has largely passed to Secretary Royall and the Army Department. The role of the State Department's Division for Occupied Areas has been relatively in-

significant since the retirement of General Hilldring as Assistant Secretary of State . . . Among the peasants of Southern Italy the most effective anti-Communist argument is that if the Reds take over Italy there won't be any more emigration to the U. S.

Blockade Runner

The former Presidential yacht Mayflower now is being outfitted in Panama for running immigrants into troubled Palestine. The yacht, which is manned by an American crew, was bought recently by an American group representing Zionist interests and transferred to Panamanian registry. During the war the Mayflower served as a Coast Guard vessel. In 1946 it was sold to a private purchaser for use as a sealing ship.

Italian Elections

Best judgment in Washington on the outcome of the Italian elections is that the De Gasperi coalition has at least an even chance to win a clear majority of the votes cast, and that the Communist coalition will poll around 35% of the total. Such an outcome would make it possible for the government to continue to keep the Communists out of the Cabinet. The Communists' next move then would depend on orders from Moscow. Washington thinks the Politburo probably would call for nationwide violence, beginning with strikes and street fighting, and mounting to any necessary pitch of intensity. Partly because of this judgment, U. S. naval units may revisit Italian ports immediately after the elections.

German Spending Spree

Reports from Germany indicate that the Germans, in anticipation of currency reform in the Western zones, are using every stratagem they can think of to cash in on their marks before it is too late. Catholic clergymen have been overwhelmed with contributions to cover the saying of mass for years to come; grave rents to cemeteries are being paid up for decades, while doctors, dentists, and tradesmen are withholding current bills hoping to collect in new currency.

Arctic Frontier

Because of Soviet protests, U. S. pilots now are prohibited from flying over American territory on Little Diomede Island in the Bering Strait off Nome, Alaska. The island is only 2 miles from Russia's Big Diomede. The Russians objected that flights by U. S. pilots of the Alaskan command over Little Diomede violated their

THE PERISCOPE

sovereignty limit. As a result the Army is keeping U.S. planes at least 25 miles from the Russian island.

Communist Agents

U.S. and British officials in Italy express concern over the number of Italian workers who are suddenly deciding to return home from Czechoslovakia, Yugoslavia, and France. The Italian government says it has evidence that most of them are Communist-trained agents with orders to foment riots and strikes to further the Communist cause.

The Masaryk Mystery

A prominent Czechoslovak refugee who viewed Jan Masaryk's body immediately after the suicide has told U.S. authorities that, with the exception of a small lump at the back of the head, no bruises or broken bones were discovered in the course of the medical examination. He believes that Masaryk was poisoned and his body dumped into the Prague Foreign Office courtyard to indicate suicide.

Foreign Notes

The Kremlin has now promised that housing and living conditions of the U.S. diplomatic staff in Moscow will be improved. Ambassador Bedell Smith has been trying to obtain such assurances for the last six months . . . The real reason behind the Commerce Department's tightening of controls on U.S. export shipments to North Africa is that some European countries were using the area as a transshipment point, thereby getting U.S. goods they couldn't buy directly . . . Army Secretary Royall has ordered all Nazi war trials ended within a month . . . All but three of the restaurants in Belgrade are closed to non-Communist foreigners. And the waiters aren't permitted to serve the same foreigners twice in succession.

Truman and Inflation

Bolstered by the recent report on inflation from the Council of Economic Advisers, Truman soon will make another strong plea to Congress for stand-by authority to reinstitute economic controls. Aside from what unchecked inflation might do at home, the White House view is that it could also cripple the European Recovery Program by reducing the purchasing power of ERP dollars. The income-tax cut and prospective heavy spending for defense, it will be argued, have unleashed dangerous new inflationary forces. White House political advisers also want to focus the spotlight on prices in a move to draw public attention from such explosive and damaging issues as the Palestine partition flip-flop and other fumblings in foreign policy. They are convinced that the President is on safe and popular ground in seeking to make inflation a basic campaign issue, and that now

is the time to dramatize Congressional recalcitrance on the subject. It is largely on this theme that Truman bases his hopes for a comeback in prestige during the next few months.

The Search for Oil

Look for a switch in the U.S. oil hunt from the Middle East and other outlying areas to greater concentration in Latin America. Military leaders fear that if war breaks out our concessions in Saudi Arabia and other faraway places will quickly be seized by the enemy. Since Latin America is much safer from this standpoint, efforts are being redoubled to win new concessions south of the Rio Grande, with Brazil and Mexico the principal objectives. Incidentally, a Congressional resolution in the offing would create a top-flight special commission to investigate all U.S. oil resources in relation to national defense.

Auto Notes

Many insiders concede that the aviation and farm-implement industries are outstripping the auto industry in ingenuity of design and technical development. They believe buyers want more progress and change in cars than they've been getting . . . An old stagecoach custom is being revived in Britain to beat the restriction on fuel for private motoring. Since rented chauffeur-driven cars are limited to a 20-mile range, passengers on long trips change to "fresh" hired cars at scheduled points 20 miles apart . . . A big manufacturer is experimenting with racer-type superchargers for passenger cars. The aim is to gain the increased power of high compression engines in a small, light engine operated with relatively inexpensive lower-octane gas . . . Engineers also are working on a new dual carburetor which automatically switches over from regular gasoline to high-octane gasoline and back again, depending upon power and speed demands of the engine.

Business Footnotes

A million more women are employed now than a year ago. In fact, new women workers account for virtually all of the increase in the labor force since last year. Government economists are watching this trend closely. They regard it as an indication that high prices are forcing women into jobs to help make ends meet . . . Labor Department studies of the spending habits of \$50-a-week families show a decline in transportation costs during the past decade. But the main reason is that ten years ago most families were making payments on a car; now they can't afford it . . . The business slump caused by the boom in home permanent-wave kits has worried not only beauty-shop operators but also the suppliers of shampoos, wave foundations, and equipment, whose sales have dropped a third and more . . . Despite declining sales, there's virtually no pros-

pect of tax relief for liquor consumers and producers. The Federal tax now stands at a record high of \$9 a gallon.

Movie Notes

After seven years and many contradictory announcements, Greta Garbo finally is returning to the screen. She'll star in a George Cukor production based on the lives of George Sand and Claude Debussy. The film will be shot in London, Paris, and Venice starting this summer . . . The controversy over trains into Berlin is a publicity break for RKO, which has "Berlin Express" scheduled for immediate release . . . Clark Gable's assignment to head a top male cast in the M-G-M version of "Command Decision" may be the comeback chance he's waiting for. Previewers of his forthcoming picture "Homecoming" rate both Gable and the film as so-so . . . "I Remember Mama," after a smash New York opening, isn't going as well in small towns. RKO's advertising is being revised to make more appeal to teen-agers.

Radio Lines

Plans for a hilarious burlesque on the \$25,000 radio guessing programs were abandoned by NBC and Mollé after protests by Ralph Edwards, producer of *Truth or Consequences*. Describing *The Shaving Man*, the gag clues were set up to get a unanimous answer: "Fred Allen" . . . Look for less expensive shows to replace both Phil Harris and Alice Faye and the Ameche-Langford-Morgan programs . . . Frank Sinatra and Al Jolson have made so many conflicting statements about plans for next season that no one is taking them seriously any more . . . Cass Daley's new family comedy has a good chance of becoming this summer's replacement for Bob Hope . . . Don't be surprised if Phil Baker returns to the air in a new quiz show for Philip Morris.

Book Notes

Marion Hargrove's first book since "See Here, Private Hargrove," will be out soon. It's called "Something's Got to Give" . . . Royalties on the Ciano diaries have netted more than \$25,000 for the Alien Property Office and the U.S. Treasury . . . Scribner's is removing the title "Missouri Waltz" from subsequent printings of the new Maurice Milligan book about the Pendleton machine in Kansas City and is asking reviewers not to use the tag. A copyright mixup, not political pressure, is the reason. The music firm that owns the song, known as Truman's favorite, had given exclusive rights to the title to Twentieth Century-Fox for a movie . . . A study of the Palestine situation by Sumner Welles is being pushed to completion for early June publication. Titled "We Need Not Fail," the book views the dispute as a major test of the workability of the United Nations.

There's nothing the matter with the world that a little self-confidence won't cure

WHEN people lost their jobs and savings in the depression of the 1930's, millions of them all over the world lost their self-confidence. They didn't think they could ever recover their losses; they were frightened into deciding security was more important to them than opportunity.

Demagogues sprang up in every nation, taking advantage of these people and their fears. Names differed but the pattern was the same everywhere—"Do what I tell you, and I'll give you security. Your losses were not your fault—they can be blamed on---" (each demagogue had his favorite hate).

And millions of people listened, and were so blinded by those trumped-up hates that they didn't realize they were buying security by the surrender of freedom. Then, with freedom gone and the demagogue turned into a dictator, the people learned, too late, that they didn't have the security they had expected, but only enslavement—the most deadly, hopelessly-permanent form of security ever devised.

It didn't go quite that far in this country or a

few other places in the world; it still isn't entirely too late to save freedom here.

Self-confidence and the profit system built the United States—the automobile and the millions of better jobs it created, the washing machine which saves women back-breaking work, the refrigerator which safeguards food, modern plumbing which protects health. These and everything else which make this nation prosperous were created by self-confidence urged on by the hope of profit.

Trade all that for security? Any man who would, is fit only for complete security—jail—where he will have food, clothing, and shelter assured him, and all his thinking done for him. But if he's a free American—if he's a *man*—he'll choose self-confidence and opportunity, and leave the cowards in their cells.



**WARNER &
SWASEY**
Machine Tools
Cleveland

Washington Trends

FROM THE NEWSWEEK BUREAU

► **Conscription plus air power** but minus Universal Military Training: that's the rearmament program around which Congressional opinion is crystallizing.

Nothing short of a Russian policy reversal, which nobody expects, could cool Congress off enough to abandon its expanded defense plans now.

Truman and his service chiefs will be forced to accept Congress's program even though it differs in major outline from their own.

► **What Congress will order:** (1) *Construction of a 70-group Air Force instead of the 55-group force recommended by Truman.* (2) *Conscription of 19- to 25-year-old nonveterans for two years' service in the Army, Navy, or Air Force. About 750,000 men, more than half the eligibles, will be taken into the services, instead of the 350,000 contemplated by the Administration.* (3) *Abandonment of the Forrestal plan for a "balanced" defense establishment under which the Army and Navy would be increased in proportion to the air services.*

► **Cost of the Congressional program** will be more in the first year than the \$3,000,000,000 that Truman proposed to pile on top of the regular \$11,000,000,000 defense budget.

Taxes may have to be increased next year to keep revenues abreast of defense outlays, which will reach \$18,000,000,000 to \$20,000,000,000 a year as rearmament reaches its peak two or three years from now.

What the original cost and the rate of increase are will depend in large measure on the rate of airplane procurement.

► **Industrial mobilization** backing up rearmament will be slow in coming. Congress won't authorize involuntary materials allocation or rationing at this session.

Administrative agencies are drawing up stand-by industrial mobilization plans, however, and may persuade Congress of the need for increasing administrative control powers next year.

Some surplus war properties, particularly aluminum and rubber plants needed to sustain the airplane-building program, probably will be retained by the government meanwhile. Truman has frozen them pending a study of rearmament needs.

► **A renewed campaign for tighter credit controls** is gaining momentum. Truman and his advisers insist that controls are needed to offset the inflationary effects of increased defense spending.

Congressional resistance to putting new restraints on private enterprise probably won't break down this year, however.

Consumer rationing still has no chance at this session. An anticipated meat shortage later this spring will revive the issue, but it won't budge Congress before the election.

► **Relations between White House and Capitol** are steadily

growing worse. The extent of their deterioration will soon become apparent.

Members of Congress, among them some of Truman's most loyal friends, are beginning to complain that the President has developed "a phobia against the Hill" that makes it impossible for him to cooperate with the legislative branch.

White House staff members complain just as bitterly that Democratic members of Congress are "disloyal" to the President and that Republicans are usurping executive functions.

► **Renewal of the Reciprocal Trade Law** before its expiration June 30 now appears probable, even though some House leaders want to let it lapse.

Some new limitation on the power of the State Department to reduce tariffs may be written into the law if it is renewed. Congress may retain the right of veto or authorize the Federal Tariff Commission to recommend minimum rates.

► **Amendment of the Taft-Hartley Law** to plug the loopholes John L. Lewis keeps finding is under discussion again at the Capitol. But action probably will be postponed now that the latest coal crisis is passed.

Changes to treat mining and other essential industries as public utilities or to forbid nationwide bargaining are the proposals most often advanced in cloakroom talk.

But Congress wants to avoid tampering with the law as long as possible to allow more time for its weaknesses to show up in operation.

► **A noncontroversial tax-revision bill** aimed at abolishing minor inequities in present revenue laws is being readied by House and Senate leaders. It probably will be passed before adjournment.

What it will do: (1) *Reduce the tax on earnings of small corporations. The present 53% rate on earnings of from \$25,000 to \$50,000 will be cut to about 45% and applied to the range of \$25,000 to \$75,000.* (2) *Liberalize allowances for net operating loss. The present two-year carry-back and carry-over provision will become a one-year carry-back and five-year carry-over.* (3) *Plug several loopholes in the capital-gains provisions.*

Leaders are ruling out such controversial items as double taxation of corporation dividends, excise rates, and exemptions for cooperatives in drafting this bill. They want to postpone settlement of these questions until next session.

► **Eisenhower's Democratic boom** will continue. His statement at the White House promising not to say anything more about his Presidential availability was welcomed as a "go ahead" signal by certain Democrats.

Many important Democrats are convinced that their party has only one chance: for Truman to withdraw in Eisenhower's favor. Some of them claim reason to believe that this can happen.

Justice Douglas is the second choice of some of the Eisenhower enthusiasts. But Douglas's friends insist that he isn't available this time, realizing that he couldn't command Southern support and couldn't win without it.

In businesses as different as Laundries...



Savings and Loans... Installment Houses...



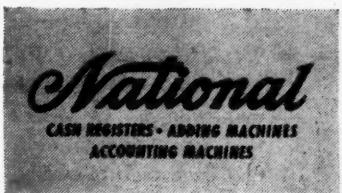
National Mechanized Accounting saves up to

30%

Daily, new users in every type of business turn to National Mechanized Accounting for fast, efficient service. In addition, they get savings up to 30%! Savings which often pay for the whole National installation in the first year—and then

go on year after year. Some of these concerns are large, others employ but 50. Could you cut costs correspondingly? Check today with your local National representative—it's the best way to find out. His answer may astonish you!

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO





1. Candid Cal, the camera fan, with flash bulbs in his vest, came flashing into Statler, where you really *are* a guest. "Your hospitality is great, it puts me at my ease—and *I'M* a genius," he proclaimed. "Just watch the birdie, please."



2. "The perfect pic of happiness," the candid genius said, "would be a smiling gentleman on Statler's wondrous bed. But when I pose the model, eight hundred springs and more put him to sleep—and when I shoot, his smile has turned to snore."



3. "For perfect composition and distinctive eating pleasure, the meals prepared by Statler chefs are definitely treasure. When I sit down to one of them, my art sure takes a beating. Here, waiter, *you* take pictures. *I'm* much too busy eating."



4. "For lovely scenes in Statler's bath I never have to grope. I snap the stacks of snowy towels, or cakes and cakes of soap, or all the steaming water that's a photogenic drama. But no," exclaimed the camera fan, "I'll shoot a panorama."



5. "Now picture *you* at Statler when the music starts to play; when singers, dancers, famous bands combine to make you gay. Or focus on the friendliness you find in this hotel. And candidly," said Candid Cal, "you'll find each picture swell."



HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
NEW YORK PITTSBURGH

P. S. Here's a tip for your trip. Try to plan your visit to a Statler for Friday, Saturday or Sunday—that's when you'll have the best chance of getting the kind of accommodations you want!

Newsweek

The Magazine of News Significance

April 19, 1948

NATIONAL AFFAIRS

POLICY:

The U.S. and a Troubled World

Within the Capitolio in Bogotá, Colombia, last Friday, April 9, the Pan American conference droned on. Delegates were discussing ways to make the Western Hemisphere secure economically and militarily against Communist infiltration or attack.

A round of gunfire drowned out their words. In an uprising against the government, howling mobs, brandishing rifles, knives, and machetes, burst across the Plaza de Bolívar into the colonnaded Capitolio (see page 48). In Chile and Paraguay, there were sufficient indications of simultaneous Communist moves to lend credence to the suspicion that more than coincidence was involved.

It was the same weary, disheartening pattern in almost every quarter of the globe. Ever since V-J Day the United States had dreamed of peace and worked for it, but the world Communist movement could never thrive on peace and knew it. The week's disruptive march:
► Mounting tension in Germany made the formal partition of that nation certain.
► In Italy, the fear increased that defeat of the Communists in the April 18 election might lead them to attempt an armed insurrection.

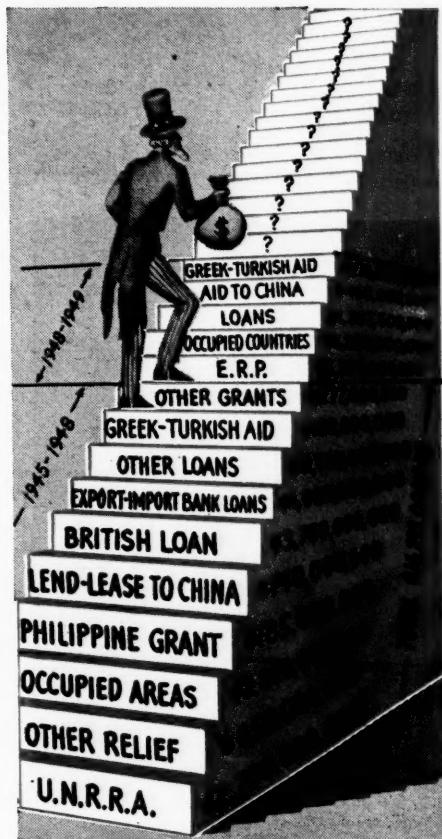
► In China, Chiang Kai-shek announced that in 1947 he had lost seventeen divisions to the Communists.
► A military alliance between Finland and Soviet Russia drew the Finns more tightly than ever into the Red network.

Nevertheless, the United States was undaunted. Last week, as Paul G. Hoffman took up his duties as Economic Cooperation Administrator, it launched its most ambitious effort yet to bring peace and order in the world in spite of Soviet machinations.

Dollars Move Into Battle

The title sounded innocuous enough: Economic Cooperation Administrator. But the reality behind it was that whoever finally headed the European Recovery Program would, in effect, become the supreme United States commander in the cold war against Russian Communism.

For if the Truman doctrine was a delaying action, designed to hold the Russians until world stability was established, ERP was an economic counteroffensive, with sixteen European nations and Western Germany as the battleground. At his



Newsweek Chart by James Cutler

The price of peace

command the Economic Cooperation Administrator would have \$5,300,000,000 for the first twelve months, and probably another \$11,700,000,000 in the succeeding three years. Backing him up would be the same gigantic industrial machine that helped make victory possible in the last war.

Although Congress had mapped out the over-all strategy when it voted ERP, the actual conduct of the economic war would be almost entirely his. He would have full powers to make bilateral and multilateral agreements with the nations participating in the program, which in large measure would determine their economic futures; the only major restriction was that he could not violate American foreign policy. He would have full powers to spend or lend the \$5,300,000,000 in whatever way he saw fit, just so long as Russia and its satellites did not profit militarily.

How great a sacrifice the American people should be called upon to make in their

standard of living would be for him to determine. Congress had given the Economic Cooperation Administrator authority to spend part of the money abroad, thus easing the drain on United States resources.

He would have Cabinet rank and receive a salary of \$20,000 a year. Assisting him would be a \$17,500-a-year deputy, a special roving ambassador, and a new Public Advisory Board of twelve citizens appointed by the President. He would be able, as one government official put it, "to borrow, transfer, or swipe" any employee he needed from any Federal agency. His staff would extend halfway around the world.

But, if his authority was unprecedented, so was the job that lay ahead of him. Success could bring a halt to Russian aggression and insure peace in the world. Failure might change the cold war to a shooting war.

Last week on Tuesday, April 6, Harry S. Truman made his choice for the job. He named as Economic Cooperation Administrator the 56-year-old president of the Studebaker Corp., Paul G. Hoffman.

Porter to President: Hoffman, a Republican, but acceptable to New Dealers as well, was unanimously confirmed by the Senate the next day. Considered a "Republican liberal," although describing himself as a "Republican responsible—that means, on some things I'd be liberal and on other things, well—something else," Hoffman seemed to please all factions. A fervent salesman for the free-enterprise system, he nevertheless had not been doctrinaire about it. As chairman of the Committee on Economic Development, he had already spent roughly a million dollars on research into economic and production problems.

He was a man with a record of success. Born and reared in Chicago, he entered the automobile business when he was 18 as a porter for the Chicago distributor of the Halladay car. Two years later he became a salesman for a Los Angeles Studebaker dealer. He soon was the leading Studebaker salesman in the country.

The first world war interrupted Hoffman's career. He served as a lieutenant in the field artillery. Mustered out in 1919, he returned to Los Angeles and bought the Studebaker retail branch. He did so well that in 1925 Studebaker invited him to become vice president in charge of sales and a member of the board of directors. He moved to South Bend, Ind., where he still lives.

In 1933 Studebaker went into receivership. Hoffman and another vice president,

NATIONAL AFFAIRS

Harold Vance, were named as receivers. Together they successfully reorganized the company, and in 1935 Hoffman was made president.

Blueprint for Betterment: His views on ERP were no secret. He served on the Harriman committee, which measured how much aid to Europe the United States could afford, testified in favor of ERP before the Senate Foreign Relations Committee, and quietly helped develop the program. The very day that Mr. Truman picked him as Economic Cooperation Administrator, he was on his way back to Washington after a two-week study of the recovery needs of Korea and Japan to lay the groundwork for a Far Eastern "ERP."

It was clear that his concept of his new job ran along the following lines:

► The goal of American aid to Europe should be a production increase there of about one-third. Aid gauged on this basis will bring inflationary pressures in the United States, which must be dealt with "boldly."

► As a minimum condition of aid, the nations receiving it must carry out the commitments they made at Paris to help themselves.

► Western Germany must be made "an integral part of the recovery of Western Europe." Germany's production potential can be utilized without leading to a resurgence of German military power.

► Money and material sent to Europe must be used in "a realistic and business-like manner . . . Efficient and competent administration" will be indispensable.

► "Loans should be truly loans; currency transactions should be currency transactions; and gifts should be gifts." ERP must be a two-way street: "Sooner or later we have to wake up to the fact that unless we are willing to receive goods we cannot expect to receive payment."

The Quick Start: Since Congress had not yet appropriated the money for ERP, Mr. Truman last week authorized the Reconstruction Finance Corp. to make available \$1,105,000,000 for the program. This would prevent any delay in getting it under way while Congress debated the appropriation. The Public Buildings Administration set aside five floors of the Maiatico Building, a lush new government office building nearing completion at Connecticut Avenue and H Street, for the Economic Cooperation Administrator. But he did not plan to wait until the building was finished before starting work. He arranged to set up temporary headquarters in the old State Department building and use State Department help to initiate ERP while he was gathering his regular staff.

How Much? Tentatively during the first year, the Economic Cooperation Administration is expected to finance the following imports, over and above what the

countries involved could finance themselves or through private loans, the World Bank, and in Latin America:

Foods	\$2,500,000,000
Tobacco	200,000,000
Cotton	550,000,000
Nitrates	30,000,000
Farm machinery	100,000,000
Coal	300,000,000
Mine equipment	60,000,000
Petroleum	250,000,000
Timber	100,000,000
Iron and steel	120,000,000
Trucks	60,000,000
Freight cars	45,000,000
Steel equipment	30,000,000
Timber equipment	13,000,000
Electrical equipment	65,000,000
Other supplies	480,000,000
Freight costs	475,000,000

Country by country, the Economic Cooperation Administration is expected



Acme

Hoffman: In the cold war, supreme

to divide the \$5,300,000,000 roughly as follows:

United Kingdom	\$1,400,000,000
France	1,125,000,000
Germany (Bizonia)	725,000,000
Italy	675,000,000
Netherlands	550,000,000
Belgium-Luxembourg	250,000,000
Austria	140,000,000
Greece	140,000,000
Denmark	125,000,000
Ireland	120,000,000
Germany (French Zone)	60,000,000
Norway	25,000,000
Sweden	25,000,000
Iceland	10,000,000
Germany (Saar)	8,000,000

The Cost: The \$5,300,000,000 for ERP was only part of the sum the U.S. would spend in the next year to bring world order and ensure peace. In addition, Greece and

Turkey were to receive \$275,000,000 in military aid, and China \$338,000,000 in economic and \$125,000,000 in military aid. The United Nations children's fund was to get \$60,000,000.

The nations receiving ERP assistance, moreover, also were scheduled to receive approximately \$908,500,000 from the World Bank, the Export-Import Bank, private loans, and Latin America, while Canada, Mexico, and other countries received \$449,000,000. In the last analysis, this money, too, would come largely from the United States. And finally, the United States Government planned to spend a total of at least \$1,200,000,000 in the occupied countries—Japan, Korea, Germany, and Austria.

Thus, the cold war against Russian Communism would cost the American taxpayer well over \$8,000,000,000 during the year. Whether it would be money well spent, only time could tell.

COAL STRIKE:

Joe Martin's Way

With coal reserves perilously close to exhaustion, the beleaguered Truman Administration, victorious over John L. Lewis a year ago, had missed the boat: John L.'s miners were still on strike and the coal was still in the pits. But what weeks of executive fact finding, restraining orders, and threats of contempt proceedings had failed to pull off, House Speaker Joseph W. Martin Jr. achieved last week in thirteen minutes flat. Working secretly and taking counsel from no one, Martin called his longtime GOP colleague, Sen. Styles Bridges, on Friday, April 9. In an after-dinner conference, the Speaker put it to Bridges: would he take the job of impartial trustee for the \$30,000,000 welfare fund if the miners and the operators agreed? Bridges assented.

The next morning Martin reached Lewis at the United Mine Workers Building in downtown Washington. "John," the Speaker said, "I'm kind of intruding on this, but as Speaker of the House I feel that I have some responsibility when the country is faced with a situation like this. This isn't good for the country. It isn't good for either side . . . There must be some way out that we as patriotic Americans can find." Would Lewis come up to the Hill and talk it over with Ezra Van Horn, the operators' representative? Lewis agreed. Then Martin called the Shoreham Hotel where the operators and UMW district presidents were going through the motions of negotiation. Van Horn also agreed to meet in Martin's office.

Give Some, Get More: At 10:55 a.m. Martin told his startled secretary, Elsie Gridley, that he was expecting Lewis and Van Horn. Promptly at 11, the two antagonists arrived. Opening the conference by repeating what he had said over the phone



H.S.T. and Mayor Sermon: Even in Independence the voters were balky

to both men, Martin added: "This is an unfortunate thing to be happening at a time when we are launching a huge preparedness program . . . We all have to make personal sacrifices . . . I have to yield on some things I might not like just to get a legislative program through." Then he advanced Bridges's name as the third trustee. Without hesitation, Lewis and Van Horn accepted, accomplishing what since Feb. 2 had seemed virtually impossible.

Lewis said he would call a meeting of the pension-fund trustees for the next day, Sunday, April 11, remarking that it would be a "reasonable assumption" that an agreement would be reached within 48 hours. This would send the strikers back to the pits, and end the stoppage which had cost American workers more than \$36,000,000 weekly in lost wages. The conference finished, Lewis pointed to the clock in Martin's office: "Mr. Speaker," he said, "it is now 11:13."

On Sunday, Bridges made "progress." Then, meeting again at 8:30 a.m. Monday, 90 minutes before the contempt hearings, Bridges presented Lewis and Van Horn with a compromise plan: \$100-a-month pensions for miners over 62 with twenty years of service who retired after May 28, 1946. "Regretfully" Lewis accepted, giving the nod to his men. "Pensions granted, agreement is now honored," he wired UMW district presidents, who then started ordering the miners back to work.

At 10 a.m., Lewis's lawyers heard Federal Judge T. Alan Goldsborough rule that Lewis would have to stand trial for contempt of court. Whatever its outcome, Lewis had saved face by not knuckling down to the President, the Administration was on the spot, and the Republicans could take credit for settling a major labor controversy. For Martin, whose name continued to be mentioned as a possible Presidential dark horse, it was a fine feather to set in his cap.

at being annexed, at paying new tax rates, at getting poor municipal services, at not getting a fair share in the government. The result: The GOP, sweeping sixteen of the 21 "new city" precincts, last week elected a political tyro, Vernon A. Reese, as city attorney by 4,616 to 4,404, and even sent Clarence E. Cudworth, 47-year-old lumberman, to the city council from an "old city" ward by 814 to 734.

Though the Sermon machine carried eight other jobs as usual, the result was a severe shock to the mayor's political pride and prestige. If Harry S. Truman needed company in political adversity, he now had it in his own grocer.

PRIMARIES:

Stassen at Work

Never in American politics had one man said so much to so many. Not even William Jennings Bryan had traveled so widely in his campaign for the Presidency as had Harold E. Stassen. In fact, the Great Commoner was a piker compared with Stassen. Where Bryan had covered an unprecedented 18,000 miles during his first try for the White House in 1896, the Minnesota ex-governor did him nine times better.

Since Dec. 17, 1946, when he became the first man to announce his 1948 candidacy, Stassen had covered no less than 160,000 miles visiting 42 states—not counting nineteen countries on a two months' flight to Moscow and back, or 120,000 miles traveled after he got out of the Navy in November 1945 and before he announced his candidacy.

Old-time politicians laughed when he sat down at the Presidential piano. They insisted he was too young (then 39), too brash, too liberal, and too internationalist to be accepted by GOP President makers. Besides, he held no public office which he

PRESIDENT:

Independent Independence

Like not a few Americans, Harry S. Truman was too busy to vote in his home town election last week. But the President, at least, had a valid excuse. A legal resident of Independence, Mo. (he signed a guest register at Williamsburg, Va., on April 2: "Harry S. Truman, Independence, Mo.—at present 1600 Pennsylvania Avenue"), he stuck close to the White House last Tuesday, April 6, in order to start ERP rolling as quickly as possible. Besides, his family grocer and political crony, Roger T. Sermon, hadn't really needed the Truman ballot during his 24 years as mayor. Not for twenty years had any Republican won any office in Independence.

But when Sermon ambitiously annexed suburban areas last year and doubled Independence's size, he also doubled his headaches. The "new city's" residents beefed



For the winner in Wisconsin, the heartiest laugh

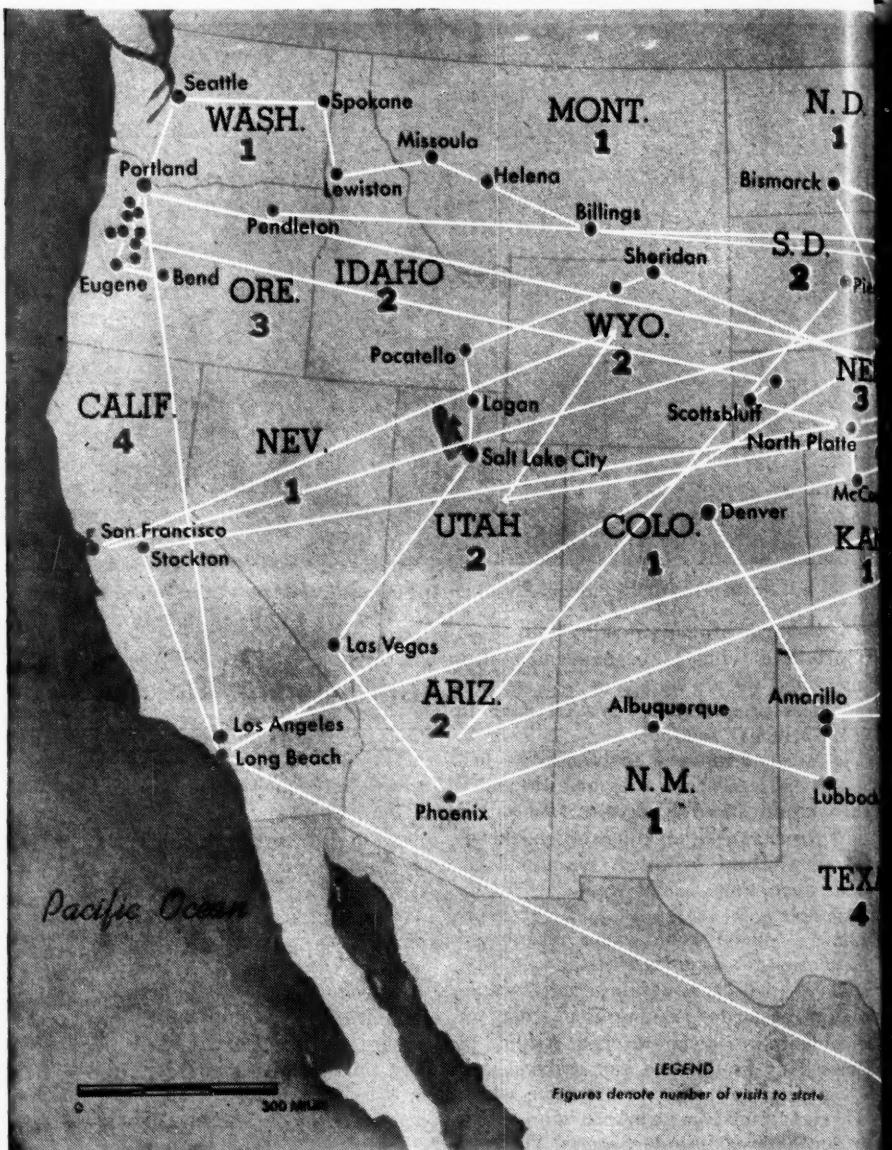
could use as a political podium. They jeered that he was really just running for Vice President. But they were surprised when he began to strum the political keyboard.

By pure hard work, Stassen stumped the experts. He became the most indefatigable campaigner in history—making no fewer than 325 major addresses and hundreds of lesser speeches in 476 days, taking unequivocal, courageous stands on just about everything from the Communist party (for outlawing it) to oleomargarine (for taxing it), shaking literally hundreds of thousands of hands, and mounting the stump thrice daily in crucial pre-primary campaigns. He turned up in Washington thirteen times, New York City twenty times, the Twin Cities twenty times, and most important, Wisconsin no fewer than ten times.

The pay-off: In Wisconsin's primary last Tuesday, April 6, Stassen scored a stunning upset, winning nineteen convention delegates to eight for Gen. Douglas MacArthur, who was touted as a favorite son, and none for Gov. Thomas E. Dewey, who had scored resounding victories in Wisconsin in both 1940 and 1944. By his victory, Stassen (1) joined Dewey and Sen. Robert A. Taft in the inner circle of the top GOP Presidential aspirants, (2) virtually ended MacArthur's political chances, (3) badly hurt Dewey although not eliminating him entirely, and (4) made the nation's political forecasters—who had all but unanimously predicted a MacArthur victory—look foolish (see page 60).

Elbow Rubbing: Whatever Stassen's political future might now be, his Wisconsin triumph proved that the personal approach in politics had not been made obsolete by the Franklin D. Roosevelt radio technique. So successful was Stassen's method of campaigning that Dewey and Taft both copied it in advance of this week's primary in Nebraska—coincidentally on April 13, Stassen's 41st birthday.

The Minnesotan's schedule in Wisconsin would have broken the back of anybody who lacked his football tackle's build (6 feet 2½ inches, 226 pounds of bone and muscle). As a warmup, he began by talking to the Wisconsin Press Association in Milwaukee on May 23, 1947. He followed up by speaking to town supervisors in Rhinelander on June 11; vacationing at Sturgeon Bay on July 28; addressing the Northern Baptist Assembly (Stassen is a Baptist) in Green Bay on Aug. 24 and the Wisconsin Junior Chamber of Commerce at Oshkosh on Oct. 18; opening his national campaign in Milwaukee Nov. 24; stumping Milwaukee, Beloit, Elkhorn, and Racine on March 5 and 6, 1948; returning to Milwaukee, Sheboygan, Manitowoc, Neenah, and Green Bay on March 15 and 16; and going back again to Marshfield, Wisconsin Rapids, Wausau, Portage, Jeffer-



son, and Milwaukee on March 22 and 23.

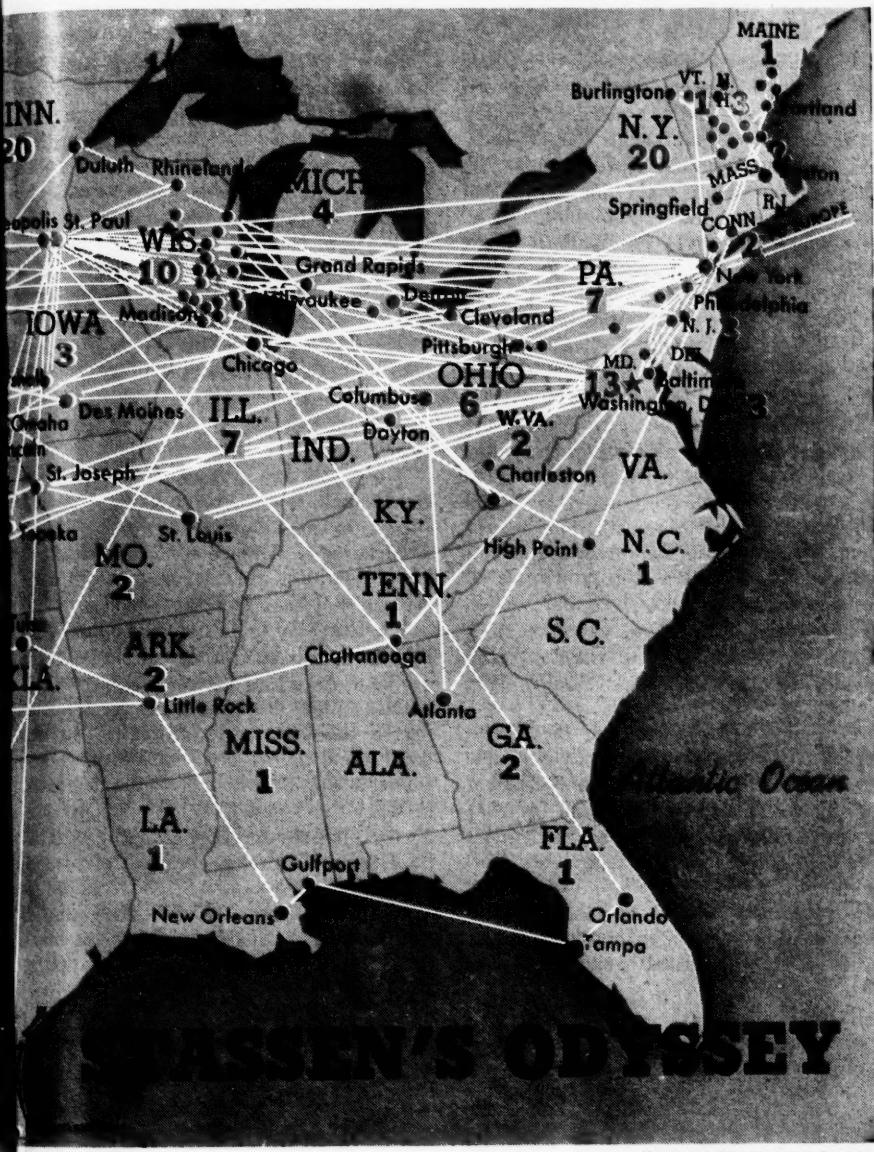
As if this weren't enough, Stassen spent the entire pre-primary week in Wisconsin. His calendar's high spots: *March 29*: YMCA lunch at Janesville, midafternoon meeting at Whitewater College, Waukesha commerce association dinner, Wisconsin-wide evening broadcast. *March 30*: Service club lunch at Fond du Lac, midafternoon meeting at Clintonville Armory, evening meeting in Appleton followed by Wisconsin network broadcast. *March 31*: Morning meeting at GOP birthplace in Ripon, service club luncheon in Waupun followed by meeting at city hall there, midafternoon meeting with farm leaders at Sun Prairie, evening rally at Madison stock pavilion followed by nationwide CBS broadcast. *April 1*: Midafternoon meeting with campaign workers in Milwaukee, evening address to women's club in Wauwatosa. *April 2*: Luncheon meeting at Racine and evening rally at South Side Armory in Milwaukee. *April 3*: Midday radio broadcast on Wisconsin network.

If such a schedule took physical stamina, steady nerves, and courage the three-times governor of Minnesota had long since proved he had all three—stamina, by studying for his University of Minnesota exams while working as a Pullman conductor on the Milwaukee Road; nerves, by scoring 400 points out of a possible 400 as captain of the university's rifle team; courage, by conquering tuberculosis at 23.

Wisconsin Overture: How effective Stassen's untiring use of political elbow grease proved to be was shown by the way Wisconsin voted:

- All seven contests for delegate-at-large were won by Stassen men. His top delegate, Walter J. Kohler Jr., bathtub maker and politically ambitious son of the late governor, polled 235,531 votes (almost complete returns) to 213,492 for ex-Gov. Fred R. Zimmerman, the top MacArthur man, and only 137,285 for A. J. O'Melia, the leading Dewey candidate.
- In the delegate-at-large race, Stassen

► In the delegate-at-large race, Stassen



Newsweek Map by James Cutler

won 40 per cent of the popular vote to 36 for MacArthur and 24 for Dewey.

► Out of the twenty district delegates, elected two each from Wisconsin's ten Congressional districts, Stassen won twelve to MacArthur's eight, sweeping five districts, losing three, and splitting two. So badly beaten was Dewey that only three of his twenty district candidates failed to finish in last place.

► Not only did Stassen, as expected, sweep the rural areas adjacent to his home state of Minnesota, but he only lost Milwaukee, the MacArthur stronghold, 69,597 to 61,835. The capital city of Madison—home of famous ex-Gov. Philip F. La Follette, a leading MacArthur delegate—gave the top Stassen delegate the edge over La Follette in every one of its twenty wards.

If such a victory might have been expected to swell Stassen's head, he said only that he was "humbly thankful," then dashed off to Nebraska for his fourth pre-primary visit there. As for the defeated candidates, neither copied Wendell L. Will-

kie, who had withdrawn from the 1944 Presidential race after he was shut out in the Wisconsin primary.

MacArthur cabled a Nebraska booster: "My statement of March 9, that I was available for any public duty to which I might be called by the American people, was not limited to any particular political test. That was a restatement of the responsibility of citizenship on which I then stood, I now stand, and I shall continue to stand until I die."

Dewey said: "Now we have lost one primary and won one primary [in New Hampshire, where he captured six delegates to Stassen's two]. On the total, yesterday was a pretty good day. We gained 90 delegates in New York [without contest], which was more than four times the number any other candidate acquired." His own sealed prediction of the Wisconsin outcome had missed the mark on Stassen badly. Its text: "I will probably be lucky if the result is not worse than this: MacArthur 19, Stassen 6, Dewey 2.

In the popular vote, I expect the vote to be much closer and in the following order: MacArthur, Dewey, Stassen."

The Team: The most interested bystander in the Wisconsin race, Senator Taft, said "a primary is largely won by organization and personal campaigning." Although it was the personal campaigning—notably Stassen's enormously popular question-and-answer periods—which caught the spotlight, he was also assisted by a shrewd political organization.

Where most state GOP organizations regard Stassen as a party maverick, he had extensive organization support in Wisconsin. He was backed by Sen. Joseph R. McCarthy, National Committeeman Cyrus L. Philipp, State Chairman Harvey Higley, and the statewide machine of Thomas E. Coleman, the nearest thing to a boss in Wisconsin. This organization support didn't come by accident, or because Stassen no longer sounded as much like an extreme Willkieite liberal and internationalist as he had when he first announced his candidacy. It came because of canny foresight.

Four years ago, when Stassen was a Navy lieutenant commander, Victor A. Johnston, a silver-haired Minnesota state-house politician, turned up in Wisconsin to run Stassen's 1944 primary campaign. He stayed on as Coleman's right-hand man, then went to Washington as administrative assistant to Senator McCarthy, whom the Coleman organization helped elect in 1946. This year, Johnston returned to Milwaukee to run the Stassen campaign again.

What made the Coleman organization really roll up its sleeves for Stassen was the fear that MacArthur was being used as a stalking horse to restore La Follette control of the Wisconsin GOP. Indeed, the last-minute pessimism of the Dewey camp caused a sizable shift to Stassen of those voters whose main desire was to defeat either MacArthur or La Follette.

Rural Support: Under Johnston's and McCarthy's direction, a grass-roots organization worked hard to boost Stassen's candidacy with direct-mail, radio, and press advertising drives. Auto caravans from Minnesota, starring Gov. Luther Youngdahl for his appeal to Scandinavian-American voters, helped build the overwhelming Stassen vote in the rural areas. Last-minute telephone campaigns by a hundred Stassen workers in Milwaukee helped trim the MacArthur plurality.

The Stassen organization avoided not only the slick high-pressure tactics of the three New Yorkers who were sent out to mastermind Dewey's campaign, but also the backfiring shrillness of Hearst's Milwaukee Sentinel and Col. Robert R. McCormick's Chicago Tribune in favor of MacArthur. By meeting repeatedly with editors and publishers of the influential rural press, Stassen won their widespread support. But although Stassen consistently predicted that he would win a majority

of Wisconsin's delegates, he was astonished by the extent of his 19-8-0 victory. Not even he had known that his personal campaigning, buttressed with shrewd organization, would pay off so well.

TEXAS CITY:

Up From Ashes

If Texas City had thrown in the sponge one year ago, not even the most boisterous Texans would have blamed it. With 462 persons dead, 50 missing, 3,000 injured, 3,382 homes and 130 business structures destroyed or damaged, and a \$55,000,000 property loss caused by waterfront blasts touched off by explosion of a nitrate-laden ship on April 16, 1947, the Gulf Coast boom town might just have given up. Instead it rolled up its sleeves.

By this week, one year after the disaster, Texas City had arisen like the phoenix from its ashes:

- Its population had leaped from 18,000 to 27,000.
- Seven hundred houses had been repaired, 500 new ones built, and 900 more begun.
- All damaged business plants, with one exception, were already back in full-scale production, and 217 new ones had been established. The one exception: The Monsanto Chemical Co. had decided to repair its \$42,000,000 damage by launching a huge expansion program still to be completed. All told, a \$100,000,000 industrial development program was under way.
- Bulk-liquid cargo shipments were resumed one month after the disaster and sea-train shipments were revived last August. The ship channel was being deepened. A 12,000-foot barge canal was two-thirds finished.

"We plan to build the most modern port on the Gulf of Mexico," boasted Walter Sandberg, president of the Texas City Terminal Co. The city fathers might have plans for complete restoration of pre-explosion days, but there would be one difference: Under new regulations ammonium nitrate, cause of the 1947 disaster, would no longer be loaded there.

POLITICS:

Labels in Milwaukee

In Milwaukee's election for mayor last week, one candidate was a Socialist, the other a vigorous critic of Socialism. While Henry Reuss campaigned for veterans' housing, slum clearance, expressways, municipal parking lots, and other civic improvements, his opponent Frank P. Zeidler cautioned the city against running into debt and advocated a pay-as-you-go policy.

Milwaukee elected the Socialist, 125,491 votes to 97,236. It was the conservatives who swept him in. For the Socialist was Zeidler.

Reception for Wallace

A middle-aged woman and 36 young men, most of them auto workers, paraded in the dusk up Main Street in the business district of Evansville, Ind., early last Tuesday evening, April 6, chanting lustily: "We don't want him; you can have him; he's too red for us." They were singing about Henry Wallace. Their leader, a diminutive war veteran named Arthur Robinson, had invited everyone in Evansville "except Communists" to join with him in protesting Wallace's scheduled appearance later in the evening at a third-party rally in the Coliseum.

Passers-by rushing home to dinner gave them only perfunctory attention, but when the marchers reached the courthouse, down the street from the Coliseum, they found 200 other anti-Communists waiting for them. As Robinson mounted the courthouse steps to address the crowd, six of the men detached themselves and started picketing the auditorium, carrying signs "Unfair to U.S.A.," "The U.S.A. Wants Loyalty to America," and "Stalin, Tito, Wallace."

As the evening wore on, the crowd swelled. By 8 p.m. there were 2,000 people listening to Robinson and 150 in the picket line. They blocked the sidewalk in front of the Coliseum. As Wallace adherents sought to enter, they shouted: "Hey, Pinke!" and "Let the Communists in." A girls' accordion band, arriving to play at a veterans' reunion in another part of the building, was turned back with shouts

of "Communists." The girls wore red evening gowns.

By 9 p.m. about 500 Wallace adherents had gathered in the auditorium, but Wallace himself, informed of the demonstration, had decided to remain away until it was dispersed. The demonstrators called for him and jeered his name. Suddenly, tired of waiting for him to appear, they surged into the lobby.

Sluggers, Snubbers: C. B. (Beanie) Baldwin, Wallace's campaign manager, attempted to block their path. He was punched in the nose. Cliff Welch, Wallace's field representative, jumped into the fray. He came out with a black eye and bloody face. John Schultz, an usher, took one on the chin.

The police tore in, swinging, and pushed the crowd out into the street. Arriving in the auditorium shortly before 10 through a back door, Wallace told his followers: "It is not often that I get as warm a reception as I have in Evansville."

The next day in Indianapolis, anti-Wallace forces changed their tactics. At the urging of American Legionnaires, the city's hotels joined in refusing to let Wallace rent a room for a reception, which was finally held in the home of Dr. Theodore Cable, a Negro dentist. And the day after, in Gary, he learned that one of his supporters, Dr. George Parker, had been fired by Evansville College because of his political activities.

In Chicago for a three-day meeting of the National Wallace Committee to make plans for his campaign, the third-party



Big Top: For wide-eyed youngsters and their nostalgic elders, the Ringling Bros. and Barnum & Bailey circus came to New York last week, bringing thrills and spills, bands and cavorting clowns. The Great Unus, the

candidate added up the Indiana incidents and reached this conclusion: "The pattern of fear threatens the very existence of our democracy."

Ike and Segregation

Because Gen. Dwight D. Eisenhower suspended official Army policy by throwing hastily assembled Negro and white units into the critical Battle of the Bulge, Negro leaders took his generalized good will toward racial equality as deep-down conviction. But when Eisenhower testified before the Senate Armed Services Committee against banning segregation in the proposed draft-UMT legislation (Newsweek, April 12), Negro leaders drew up their heavy artillery to let him have it. That Ike had qualified his opposition with well-intentioned praise of the Negro soldier made little difference. His "no" had been unmistakable.

The answers came fast last week. On April 5 more than 300 New England Negroes, meeting in Worcester, Mass., at the tenth regional conference of the National Association for the Advancement of Colored People, expressed "opposition, disgust, disapproval, and denial of the expressed statement of General Eisenhower relative to the uneducated status of Negroes and their incapability for integration in the armed services." On April 10, 275 NAACP delegates in New York as emphatically "deplored" and "condemned."

Before the week's end, weekly Negro

papers throughout the country took up the cry against an erstwhile friend. In an eight-column, page-one headline, the nation's biggest Negro newspaper, The Pittsburgh Courier, blazoned: "Eisenhower OK's Jim Crow in U.S. Army." The Afro-American, with editions in five cities, did not try to keep its indignation out of the news columns: "Using an old Southern and vulnerable approach in support of Jim Crow," Eisenhower "branded the colored soldier inferior because 'colored men are less educated than white men'."

In New York, Walter White, NAACP executive secretary, was victimized by a coincidence: His syndicated column of April 4, written before Eisenhower's Senate appearance, had given a full vote of confidence to the former chief of staff. "There is high humor in the assumption [by Southern Democrats] that he will be an iota less insistent on living up to the spirit and letter of the Constitution on civil rights than President Truman . . . [Eisenhower] assured me that I would have been proud of him for his insistence that racial segregation be abolished in the armed services." Last week White withdrew this "measured opinion," saying: "He proved me naïve . . . I apologize to [my] readers."

If Ike's military testimony had shaken Negroes, it also badly upset the Draft Eisenhower movement which had been busily plugging for liberal support. Still rocking from this blow, Draft Eisenhower partisans walked into another: questioned as to whether he still stood on his January letter removing himself from Presidential

consideration, Eisenhower told reporters: "I wrote a letter and meant every word of it. I told my aides they could do the talking from now on. I'm not talking any more. I find it doesn't do any good."

Poll in the House

Because they must campaign for re-election every two years, there are few keener judges of politics than members of the House of Representatives. Shortly before the Wisconsin primary, Rep. Fred E. Busbey, Illinois Republican, secretly polled them on how they felt the Presidential race was shaping up. One hundred and sixteen of the 244 Republicans and 37 of the 186 Democrats to whom he sent ballots returned them. This Monday, April 12, he made public the results:

► The first choice of the Republican representatives for the GOP nomination was Sen. Robert A. Taft of Ohio. He received 29 votes in the poll, as compared with 25 for Gov. Thomas E. Dewey of New York, 18 for Speaker of the House Joseph W. Martin Jr., 12 for Gen. Douglas MacArthur, and 11 for Harold E. Stassen, with the rest scattered. Second choice favorite: Martin with 20.

► However, in spite of their personal leanings, the Republicans believed that Dewey, probably would be the GOP candidate. Asked to predict the nominee, they voted 33 for Dewey, 25 for Taft, 24 for Sen. Arthur H. Vandenberg of Michigan, 11 for MacArthur, and 11 for Martin.

Among the Democratic representatives there was little disagreement over who the Democratic candidate for President would be. In view of the political realities, the vote was Harry S. Truman 23, Dwight W. Eisenhower 7. But, symptomatic of the widespread dissatisfaction with Mr. Truman in his own party, only nine of the Democrats wanted him as the candidate, while an identical number wanted Ike. And whereas fifteen thought Eisenhower would have the best chance of election, only eight thought Mr. Truman would.

CONGRESS:

Hobble for Reds

"Communism, like the weather, is something everybody talked about but did nothing about, but now the analogy ends. The Congress proposes to do something about Communism."

Rep. Richard M. Nixon, writing his weekly letter to his Los Angeles County constituents last week, was bursting with pride. Although only a 35-year-old House GOP freshman, the curly-haired, strong-jawed lawyer and Navy veteran had just written the first piece of legislation to be sponsored by the House Committee on Un-American Activities since it was given legislative standing three years ago. The aim: not to outlaw the Communist party,



Newsweek Photos by Ed Wergles

sensational equilibrist from Vienna, in a forefinger stand defied gravity, chimps aped acrobats, midgets bounced from ropes on galloping horses, and tight-rope walkers performed daring feats at breath-taking heights.



WASHINGTON TIDES

Vandenberg and Martin Gain

by ERNEST K. LINDLEY

WHILE the spotlight has been playing on Wisconsin, Nebraska, and Illinois primaries, some recent occurrences in Washington also may influence the decision on the Republican national ticket. The backstage booms for Sen. Arthur H. Vandenberg and Speaker Joseph W. Martin Jr., noted previously in this space, have made headway during the last few weeks.

The passage of the Foreign Assistance Act is another feather in Vandenberg's cap. One event after another abroad has vindicated his serious nonpartisan approach to questions of foreign policy and national security. On both sides of both houses he is held in deeper respect than ever before. There is much evidence that among all the men presently available for the Presidency, Vandenberg would have the broadest base of public confidence.



STASSEN's gains probably tend to favor the nomination of Vandenberg. Although some of Stassen's delegates may have other second choices, Vandenberg is the only prominent Republican of whom Stassen has repeatedly spoken favorably in public. Truman's weakness works against the nomination of either Stassen or Vandenberg by making it appear safe for the Republicans to pick a man with less appeal to Independents and Democrats and to Republicans who regard understanding of the world situation and competence to deal with it as the first requisite. But many of the older Republican regulars who are against Stassen would take Vandenberg.

To call Vandenberg "available" is not to question his sincerity in refusing to be a candidate. He is not being coy; he has good reasons for not wanting to be President. But his friends and colleagues believe that if the nomination came to him freely from a united convention he would accept it.

The quiet boom for Martin originated outside Washington among conservative Republicans, some of whom liked Taft but feared he couldn't win if nominated. If the affection of politicians who have worked with him, and especially of the Republican members

of the House, were the only test, Martin would be the Presidential nominee. Martin is a skillful manager with a gift for conciliation—and for ducking when ducking seems expedient.

Two of Martin's recent actions are significant. One, of course, was his intervention in the coal strike. The other, less spectacular but perhaps more important, was his handling of the foreign-assistance bill in the House. Over the objections of both Secretary Marshall and Senator Vandenberg, Martin insisted on a "single package" bill; that is, wrapping up ERP with aid to China, Greece, etc. Marshall and Vandenberg feared this would delay action on ERP. Martin insisted that it wouldn't; that on the contrary it would expedite action. His analysis was correct.

It is not remarkable that Martin's analysis was correct: he should, and does, know more than anyone else about the thinking and emotions of the Republicans in the House. What is noteworthy is that Martin acted as a genuine supporter of the foreign-assistance program. Last spring he was advising his Republican colleagues to forget everything except labor legislation, eliminating wartime controls, and cutting the budget and taxes. As late as last November, when the interim-aid program came up, he avoided the responsibility of leadership in the field of foreign policy. Now, besides helping the foreign-assistance program through the House, he has come out for strengthening the armed services, especially the Air Force.

Martin's recent actions help to counter two of the criticisms most frequently heard when he is discussed for the Presidency: (1) that he lacks the capacity for firm leadership, as distinct from conciliation and (2) that his isolationism, or indifference to the world situation, would repel many voters. Truman's apparently insurmountable difficulties also work in Martin's favor.

GRANTING that the front-line Republican candidates cannot yet be counted out, political talk in Washington centers on the reserves, among whom Vandenberg and Martin are, by a wide margin, the most favorably regarded.

which might be unconstitutional and would certainly drive the Reds underground, but to "strike a body blow at the American cadre of the Soviet-directed Communist conspiracy."

► **Open Markets:** Embodying the advice of such lawyers as A. A. Berle Jr., Donald R. Richberg, Louis Waldman, and Felix Cohen, Nixon's proposed Subversive Activities Control Act of 1948 would subject to prosecution as a criminal conspirator any "active participant in the management, direction, and supervision of any Communist organization" whose aim is intentionally subversive and "in aid of the immediate or ultimate objectives of the world Communist movement." This provision would presumably be easier to prove than actual advocacy of the overthrow of the United States Government by force. The proposed penalty upon conviction: \$10,000 fine and ten years in jail.

Nixon's subcommittee insisted that "we are willing to permit the theories of Communism and democracy to clash in the open market place . . . [but] Communism [will] not be allowed to have the unfair advantages in this conflict of the unrestricted use of illegal means, the cloak of secrecy and fraud, and the assistance and direction of a foreign Communist dictatorship." While cracking down on Communist big shots, therefore, Nixon's bill would not punish small-fry Communists, except to deny them passports and to ban Federal employment. In addition, Communist-front groups, proven to be such in judicial proceedings, would be required to register with the government and label all their propaganda as emanating from a front organization.

Planes, Ships, Men

Last week Congress also considered the questions of:

► **Airpower:** The House Armed Services Committee unanimously voted to boost the Air Force from 55 to 70 groups, thus siding with Air Secretary W. Stuart Symington against his boss, Defense Secretary James Forrestal.

► **Manpower:** Chairman Walter G. Andrews of the House Armed Services Committee introduced a bill to carry out President Truman's draft request while sidetracking UMT. The Andrews bill would raise the authorized strength of the armed services to 1,944,000 men, 214,000 above the existing limit; register all men between 18 and 30; draft those between 19 and 25 for two years, and make veterans of less than one year's service liable for induction unless they volunteered for the National Guard or reserves.

► **Shipping:** The House Merchant Marine Committee was informed by Navy Secretary John L. Sullivan that President Truman would soon ask Congress to triple next year's funds for merchant-shipping construction, to \$90,000,000.

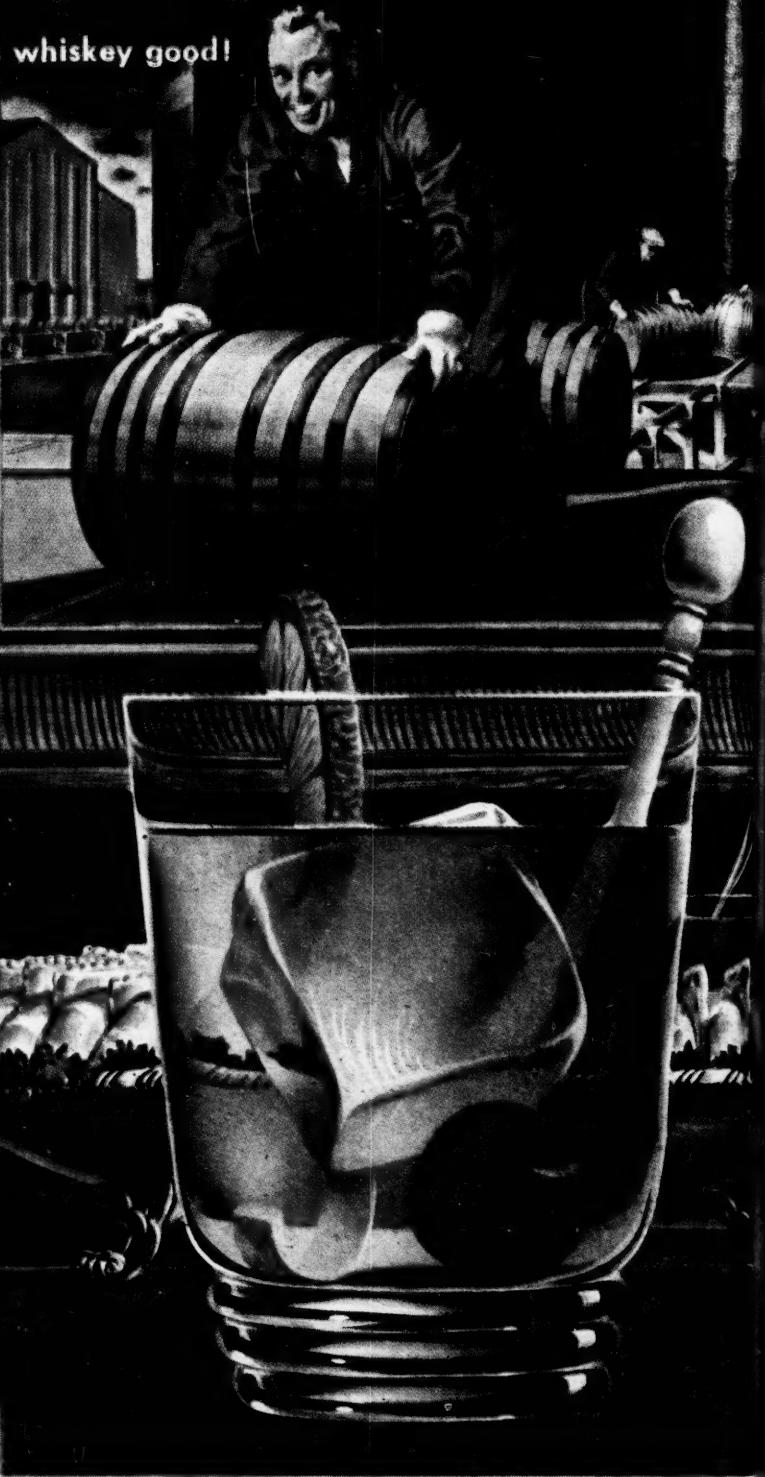
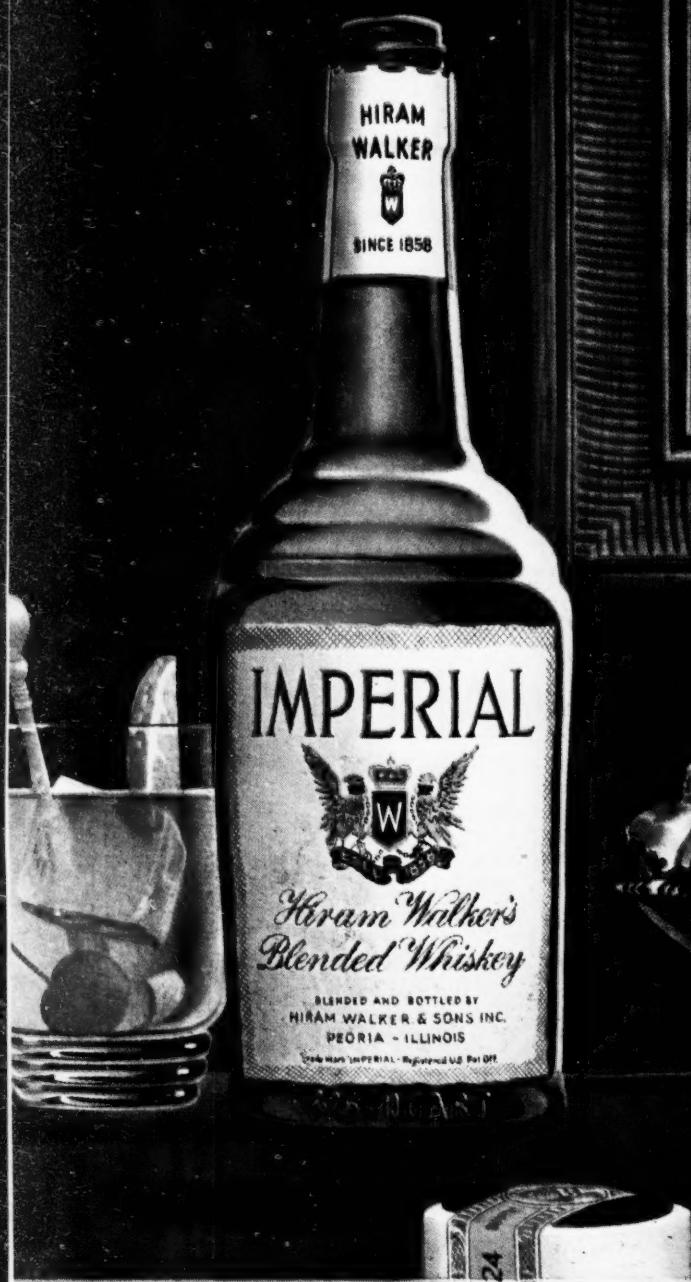
Peace of mind is priceless

Wet pavements never threaten your peace of mind... with General Squeegees to give you the quick-stopping safety of "action-traction".

Rain or shine, every mile traveled is safer, more care-free because General's Top Quality assures blowout protection and extra mileage...quieter, easier riding. The complete confidence you feel riding on Generals is worth many times the little extra it costs.



90 years at fine whiskey-making makes this whiskey good!



It's good to know...

IMPERIAL is made by Hiram Walker

Reg. U.S. Pat. Off.

86 proof. Blended Whiskey. The straight whiskies in this product are 4 years or more old.
30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.



EUROPE:

Getting Ready for the Worst

The anti-Communist poster on the wall in Milan read: "GOD CAN SEE YOU VOTE—STALIN CAN'T."

This almost jesuitical warning put the central issue of the April 18 Italian elections into focus about as well as anything could. The big question was whether one of the most Catholic of all countries, containing the headquarters of the Universal Church, was able to recognize the devil when it saw him. On the superstitious peasants in the south, on the sophisticated Romans, on the politically self-conscious factory workers in the north, depended the cohesion of Europe in its resistance to Communism.

As electioneering drew to a close this week, every sign pointed to a slump in Communist prestige. The Western Powers' previous fear of a Red victory at the polls was now replaced by anxious anticipation of the Communist reaction to defeat. Policymakers in Washington said privately that any attempt by the Communists to stage a postelection coup in Italy or an armed uprising would mean war.

Elsewhere the lines against Soviet aggression in Europe were likewise being

whole during 1947 reached 98 per cent of the productive level of 1938, Germany lagged far behind, with the heavy industries producing only 26.6 per cent of 1938 output.

Armed ERP? Meanwhile in Paris the charter and statutes of the economic organization for implementing the European Recovery Program were completed. They will be signed by representatives of the sixteen nations this week. Along with the appointment of Paul G. Hoffman as ERP head (see page 25), this meant that the Marshall plan was ready to begin functioning and that "Western union" in an economic sense would thereupon come into being.

Hereafter the European nations can probably defend themselves against Communist economic assault. As in Italy, however, the West is now worrying about Soviet military moves in Marshall-plan Europe. Premier Paul-Henri Spaak of Belgium raised this question last week during his visit to Washington. Edward Weintal, NEWSWEEK diplomatic correspondent, sends this account of the reaction to Spaak's questions concerning

American disinterest in the fate of the others. Spaak was told that before American guarantees are given, the Western union will have to be expanded to embrace at least Italy, Greece, Turkey, and Scandinavia.

"Moreover, behind American reluctance to discuss European guarantees at this time lies the insistence of the service departments that no promise of military assistance should be extended without binding assurances that the recipient countries will agree to the establishment of air and naval bases in their metropolitan as well as colonial territories. No serious opposition is expected from the governments concerned, but United States officials hesitate to launch the proposal at this time for fear that it might provide fuel for the Communist propaganda machines in the non-Communist world."

ITALY:

Fever Pitch

From Rome, Loren Carroll, chief of NEWSWEEK's Paris bureau, sends this pre-election report on Italy:

While gray skies pouring rain reflected Northern Europe's mood, Italy seemed a sunlit land, showing well-advanced vine-



Acme

In a parade through Rome, Italy's new army shows its strength as a warning against postelection Communist violence

drawn firmer. Washington announced that late this month an American naval task force including a large aircraft carrier would visit Norway, the most jittery of the jittery Scandinavian states. In Berlin the pretense of four-power rule was virtually juked in the rush to organize an Eastern and a Western Germany. For the success of the Marshall plan, speed was of the essence in the Western Reich. A survey released in Geneva by the European Economic Commission of the United Nations revealed that while Europe as a

American military commitments to support Western Europe:

"American officials who listened to Spaak were sympathetic but noncommittal. They pointed out that as long as American occupation troops in Germany stand between the Soviet Union and Western Europe, any Russian move westward would automatically involve the United States even without a formal guarantee. They also stressed that a military guarantee to only five of the freedom-loving countries might be construed by the Soviets as an expression of

yards and carefully terraced hillsides in the mountain regions. Farther south lay broad belts of green grain in the Po Valley. Everywhere there are splashes of yellow jonquils in the fields, ancient gray walls spouting wisteria, and clumps of red cineraria rising from Roman ruins—all conforming to the changeless classic pattern.

But the great square in front of the famous Duomo (cathedral) in Milan blazed with posters. All around the square, the billboards are covered with scorching words. One Communist broadside shows



Keystone

In Berlin, Robertson (left) consults Clay often—but not always

a picture of Mussolini, "38—Peace, Yes, but Armed Peace." The next picture shows President Truman with an upraised arm: "48—Peace Rests on Sureness in Our Arms."

In reprisal the anti-Communists have put up a series of cartoons called "Togliatti's Day." They show the Communist boss beginning an Americanized day with a big cup of breakfast coffee with sugar from America. Then he drives to work in a car constructed of American steel, eats spaghetti containing American flour, makes a speech on a railway bridge rebuilt with American steel, and ends the day writing an editorial: "America seeks to dominate Italy and to destroy Italian industry."

Who Doesn't Vote: In Rome hardly a cloud flecked the blue sky. But in the streets all is preelection hubbub, perhaps the most violent battle of posters any capital ever witnessed. Splotches of magenta and apple green line the Corso and Via del Tritone. Hardly is one poster up when a new paste-pot brigade smears another over it. Bands of youths trot along the sidewalks slopping glue and slapping up flimsy papers.

Electioneering is kept at fever pitch by a series of mass meetings with mobile loudspeakers and extras rushed out by newspapers and hawked through the streets by shrieking newsboys. Groups in every café argue vociferously. If noise and commotion mean anything, Italy has the loudest civic conscience in the world.

GERMANY:

The Split Widens

Field Marshal Viscount Montgomery, chief of the Imperial General Staff, had "great fun" on a visit to Berlin last week—especially at a dinner given for him by the British Military Governor in Germany, Gen. Sir Brian H. Robertson. The other

principal guest was Marshal Vasily D. Sokolovsky, the Soviet governor, who drove to Robertson's residence in a new Buick limousine. At the very height of a dangerous crisis in which Sokolovsky was playing a highly provocative role, Montgomery talked with this "very old friend" about the weather and the British budget.

Gen. Lucius D. Clay, the American commander, was not invited to the dinner. This otherwise insignificant circumstance seemed to reflect a perhaps significant lack of coordination between the British and Americans during the period of tension in Germany.

For example, shortly after the Russians on March 30 announced new restrictions on rail and highway traffic between Bizonia and Berlin, Robertson had made a lone journey to Sokolovsky's headquarters to talk things over—without consulting Clay. On April 5, on learning of the fatal crash of a Soviet fighter plane with a British transport over Berlin, Robertson repeated the performance. At first it seemed that Robertson's lone-wolf approach got results. The Russian commander expressed "deep regret" and promised that there would be no more such incidents.

Vienna Too: But two days later—probably after fresh orders from Moscow—Sokolovsky reneged on his bland verbal assurances. In a letter to Robertson on April 7 he asserted flatly that "the disaster was the fault of the British transport." He threatened to take "measures for protection and security of traffic over the Soviet occupation zone" and rejected Robertson's proposal for a four-power investigation.

Sokolovsky's haughty letter so angered the British that a spokesman, asked to comment on it, replied: "I cannot answer that. There are ladies present." Others found printable words: "Insulting . . . provocative . . . trueulent . . . impertinent."

But to the ill-concealed amazement of

Berlin Westerners, Robertson accepted the Sokolovsky reply, as a result of direct intervention by Ernest Bevin, whose orders were: "Be firm, without making a fuss." The Foreign Secretary evidently sought to avoid further incidents that could lead to conflict. Besides, he preferred that the Americans shake the big stick in Berlin. But instead, as both jubilant Russians and annoyed Americans recognized, the British merely handed the Soviets a tactical victory which both undermined the American position and made further Russian provocation likely.

The Russians lost no time cashing in. They extended their stoppage of Berlin Bizonia traffic to parcel post. In the name of air safety they pressed for new flying regulations whose effect would be to restrict use of the Western air corridor to Berlin. On April 10 they announced their anticipated squeeze on communication facilities (NEWSWEEK, April 12) by refusing to renew the entry permits of American and British Army technicians stationed inside the Soviet zone to maintain cable trunks to the West. On April 11, they demanded the closing of Allied aid stations on the Berlin-Bizonia highway, and on April 12 extended their blockade to Austria by closing the international highway to Vienna.

Two-Thirds Unity: If the British seemed prone to excessive caution in Berlin they seemed moved by excessive zeal in Bizonia. On April 7 in Düsseldorf, Robertson—again without consulting his American or French colleagues—delivered one of the most outspoken appeals yet made to Western Germany. They must, he told the North Rhine-Westphalia Parliament, "stand together against these gentlemen who, with democracy on their lips and truncheons behind their backs, would file your German freedom from you . . . There is only one party in hell, and it is the devil's own." He spoke of Western Germany's role in the ERP and the Western Union. And in frank reference to a Western German state he acknowledged: "We must accept the fact that the Iron Curtain splits Germany. For the time being we must be content with unity as far as it can be achieved and not forget that this means the unity of two-thirds of Germany."

This seemed like strong talk to those French and Americans who hope to pin responsibility for the final division of Germany on Russia and to avoid giving the Russians a good propaganda excuse for creating an all-German government of their own. Soviet plans to do so are well advanced. British intelligence reports have indicated that Sokolovsky is about ready to proclaim the Soviet German government, probably with its capital either at Berlin or Leipzig.

Nevertheless, while leaving the first overt moves to the Russians, the Westerners were ready to follow up quickly. General Clay accepted the breakdown of four-

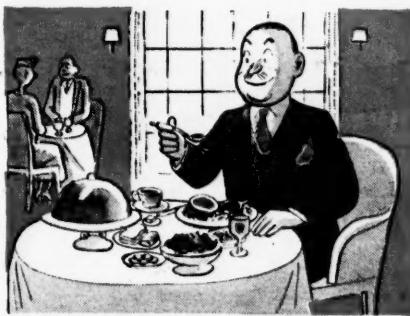
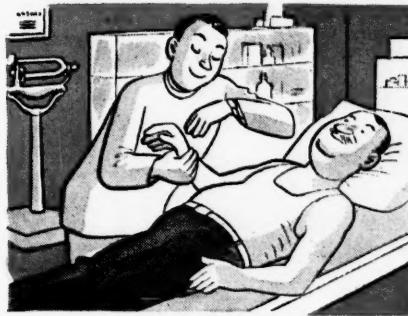


WATCH YOUR WEIGHT

1. Once you're over 30, it pays to watch your weight.

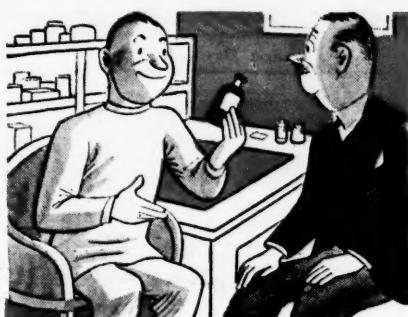
Under 30, a little overweight may be an advantage. But statistics show that when you are older, overweight is often associated with heart disease, kidney ailments, high blood pressure, diabetes, and other diseases.

So, if you're overweight, give some thought to protecting your health by bringing your weight down.



2. See your doctor first, so he can check your physical condition, suggest approved methods for losing weight, and advise you how much to lose.

3. Your doctor will be able to help you work out a tasty, varied diet that will let you lose weight without endangering health or strength.



4. He may also ask you about the type of work you do, so that he can advise you on the kind and amount of exercise you may take.

5. It's wise not to use reducing drugs, or to try special diets unless your own doctor recommends them. They may do you more harm than good.

6. Once your weight is down to normal, try to keep it there. Remember that one step toward a longer, healthier life is *watching your weight*.

To bring you other helpful information about your weight, Metropolitan has prepared a booklet called "Overweight and Underweight." It includes suggested low-calorie menus, and reducing exercises. Just mail the coupon at right for your free copy of this booklet, 58-D.

COPYRIGHT 1948—METROPOLITAN LIFE INSURANCE COMPANY

**Metropolitan Life
Insurance Company**

(A MUTUAL COMPANY)
Frederick H. Ecker, CHAIRMAN OF THE BOARD
Leroy A. Lincoln, PRESIDENT
1 MADISON AVE., NEW YORK 10, N.Y.



Metropolitan Life Insurance Company
1 Madison Avenue, New York 10, N.Y.
Please send me a copy of your booklet 58-D,
"Overweight and Underweight."

Name _____
Street _____
City _____
State _____

TO VETERANS—IF YOU HAVE NATIONAL SERVICE LIFE INSURANCE—KEEP IT!

power Allied rule in Germany (precipitated by Marshal Sokolovsky's walkout from a Control Council meeting on March 20) by refusing to call the council meeting normally to be held on April 10. And the United States, France, Britain, and the three Benelux countries planned to resume their London conference about April 20. Its objective: formation of a provisional Trizonal government by Sept. 1.

Cigar Censor

When Field Marshal Montgomery dined with Marshal Sokolovsky in Berlin last week, David Low drew one of his cartoons for *The London Evening Standard* showing Monty explaining to Sokolovsky over the tablecloth "how we held our Berlin zones in 1948." Low sketched the field

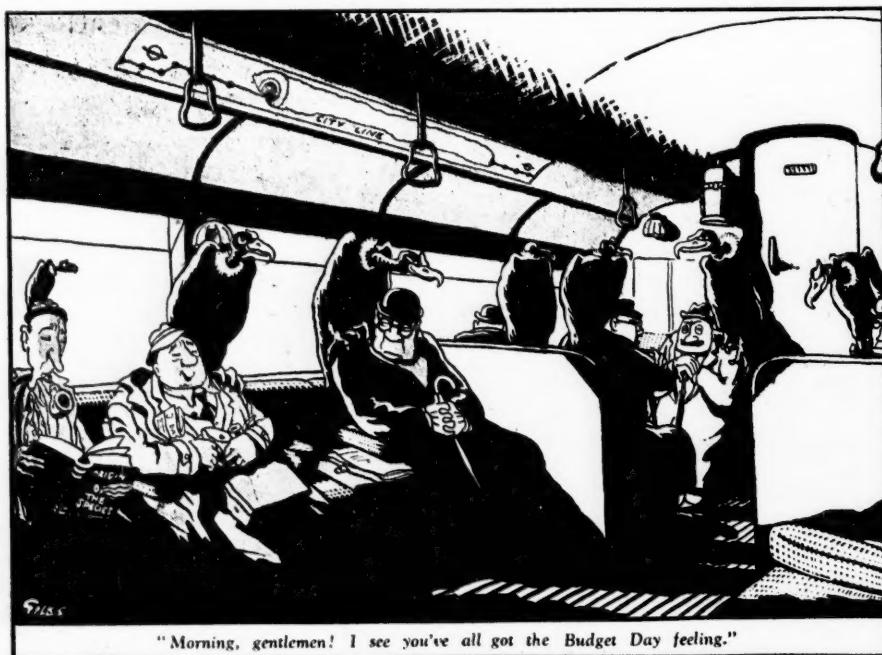
marshal, who is a fanatic nonsmoker, holding a Churchillian cigar in his right hand. The next day, when *The Manchester Guardian* republished the cartoon, the cigar had been tactfully removed.

BRITAIN:

Budget of Socialism

The London pub keeper looked up from the budget edition of the evening newspaper. "He's done a fiddle," he said darkly. In the saloon bar his middle-class customers concurred. "Wot a country!" said one.

In spiv talk, Sir Stafford Cripps, Chancellor of the Exchequer, had indeed "done a fiddle" as he presented his budget to the House of Commons on April 6. To all classes of Britons he had given something



GILES—London Express



London Mail

Cripps's dreaded budget decrees short butts and weak drinks

"Do you take your soda neat or would you like a dash of whisky in it, Colonel?"

London News Chronicle

and from all he had taken something away. The intricate pattern of the 1948-49 budget taxes had a double purpose: to check the inflation that is creeping over pound-rich, dollar-poor Britain, and to produce the incentives which would make Englishmen work fulltime and overtime.

Sir Stafford had to have an answer to this dual dilemma when he rose in the jammed House of Commons at 3:39 p.m. From his battered old red dispatch box he had drawn small, fat pads of typewritten notes. These he piled neatly before him, alongside a wine glass of orange juice spiked with honey which he scarcely touched until he had finished, two hours and ten minutes later. (His predecessor, Hugh Dalton, drank rum and milk during budget addresses; when Churchill was Chancellor he relied on whisky and soda; Disraeli elegantly sipped brandy and soda.)

Soak the Drinkers: Sir Stafford began by jettisoning the conventional means of budget accounting which produce a false surplus from revenue account and keep heavy government capital outgo "below the line." Thus he wound up with a true "absolute over-all" surplus of \$1,276,000,000 as contrasted with a conventional surplus of \$3,160,000,000. Such realistic budgeting had long been urged by economists, in view of the heavy British expenditure on defense, social services, and food subsidies, all of which are being maintained and, in the case of social services, heavily increased.

With voice roughening but still strong and clear, the Chancellor outlined these adjustments:

► Another 2-cents-a-pint tax on beer (making the cheapest about 23 cents), another 46 cents on a bottle of spirits (making whisky, when obtainable, about \$6.46 a bottle), another 3 cents on cigarettes (now 70 cents for twenty).

► Widespread adjustment of the purchase tax, which on balance reduced prices by \$96,000,000 yearly. (Among articles which will be cheaper are carpets, ironing boards, and toilet soap; children's nonutility clothing was the main item increased, by one-third.)

► Duty on football pools doubled, tax on tickets for legitimate theatrical entertainment halved.

► Remarking dryly that nobody in Britain seemed to drink it straight, Sir Stafford, a teetotaler, chopped all tax off soda water, adding that he didn't use it himself.

Soak the Rich: But the heart of the budget was a "special once-for-all levy, which will be largely payable out of capital, and will be based on the investment income of individuals for the year 1947-48."

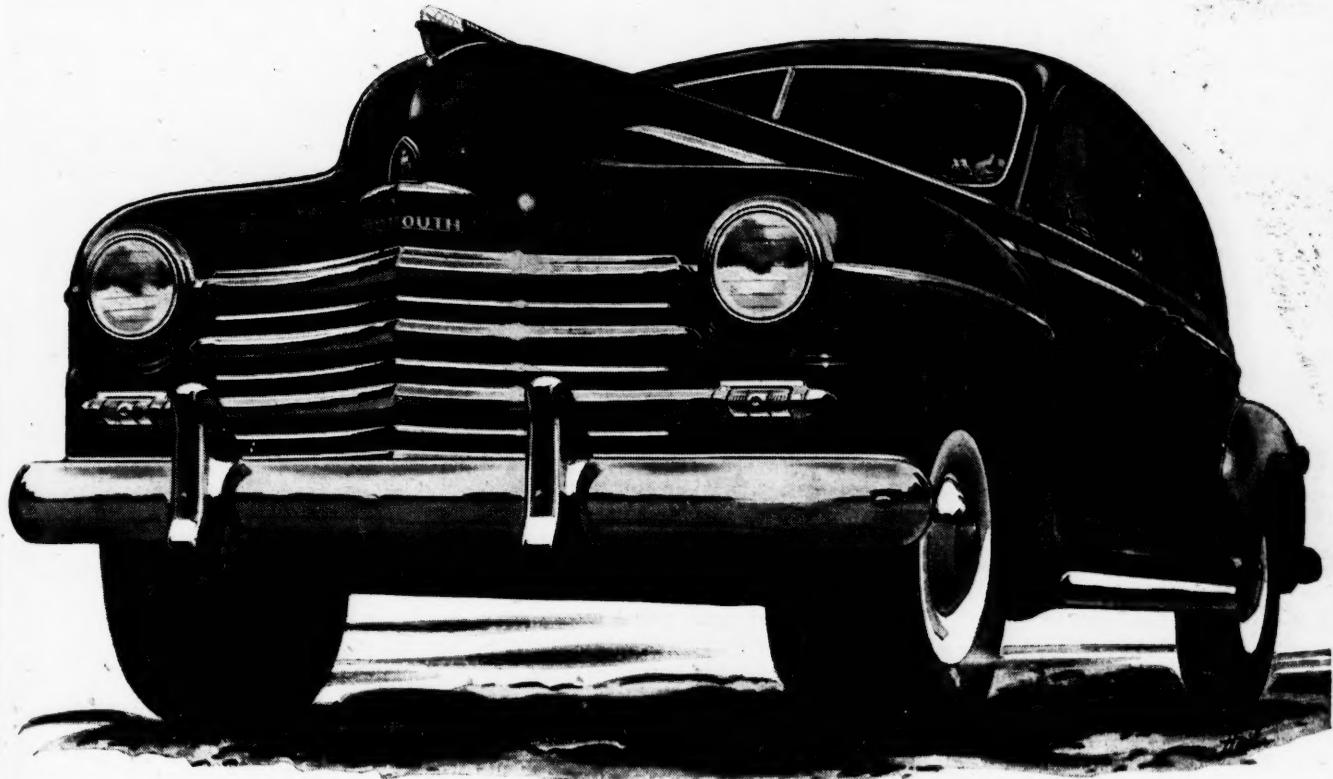
Although Cripps had ruled out a straight capital levy, his proposal, for most people affected, was exactly that. It will hit anyone making over \$8,000 a year who has an income from investments (including rents) of over \$1,000. The tax rate ranges from 10 per cent to 50 per cent, and the levy

Only Plymouth

GIVES YOU THIS NEW

Safety-Comfort Advancement

IN THE LOWEST-PRICED FIELD



NEW SUPER-CUSHION TIRES ON NEW, WIDER SAFETY-RIM WHEELS

You get far greater driving safety and comfort from this sensational new Plymouth "First" — *Super-Cushion Tires on New, Wider Safety-Rim Wheels.* Of the lowest-priced cars, *only Plymouth* offers you both of these great features. And Plymouth gives you *both* as standard equipment.

The new tires are bigger, fatter, softer — require only 24 pounds of air — soak up road shocks from the side as well as from below. They make stopping

easier and surer and give you *one-third more tire mileage* than ordinary pre-war tires.

Because these new Super-Cushions run cooler, your chances of tire failure are greatly reduced. But should trouble occur, you have the added, positive protection of Plymouth's famous Safety-Rim Wheels. Patented retaining humps are designed to hold the tire straight and tight on the rim so you can slow to a sure, safe stop.

This combination of Super-Cushion Tires and New, Wider Safety-Rim Wheels — *provided only by Plymouth in the lowest-priced field* — is just one of the basic advantages you get when you get a Plymouth. Your dealer will be glad to show you the famous Quality Chart which proves *Plymouth is the low-priced car most like high-priced cars.*

**PLYMOUTH BUILDS GREAT CARS . . .
GOOD SERVICE KEEPS THEM GREAT**



Your nearby Plymouth dealer will provide the service and factory-engineered parts to keep your present car in good condition while you're waiting for your new Plymouth.

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Mich.

is expected to produce \$420,000,000. It will affect 125,000 people.*

This is in addition to all income taxes for 1947-48. In the case of a man whose income was \$30,000 from investments, the income tax and the investment income levy will leave him an income of exactly nothing. From then on, the levy is confiscatory of capital. The ordinary income tax goes as high as 97½ per cent. One fabulously wealthy peer, it was reported, will have to produce nearly \$2,000,000 immediately.

Sir Stafford's main incentive proposal: increases in earned-income allowances and exemptions which will lower income taxes, especially in the lower middle brackets, encourage married women to go to work, and make overtime more remunerative.

Significance--

There was widespread doubt that Cripps's investment income levy would be a one-year affair. Churchill asked: "How can he say it will be a once-for-all? It does not rest with him." Businessmen feared it would be insidious: that the prospect of some similar measure next year would encourage spending out of capital and deter investment. Thus the levy would feed inflation rather than curb it.

Would the average laborer work longer hours at lower income tax in order to pay higher taxes on cigarettes and beer? In the heavy industries, beer and tobacco are considered necessities, not luxuries. In many cases the excise increases would wipe out the income-tax gains. A man with two children making \$30 a week would, for example, pay \$12 income tax a year rather than \$20. The extra tobacco and beer money might easily eat up the \$8 saved.

The skilled technician or professional worker who makes between \$45 and \$50 a week will be rather better relieved. If he is married and has two children, his income tax will slide from about \$250 to \$180.

The investment income levy was said to be Cripps's own invention. Cabinet members did not know about it until the day before the budget speech, and it was so politically attractive that they practically cheered. Business misgivings, however, multiplied during the week. Privately, sources close to the government admitted that the new levy plus the income-tax reliefs made it a middle-class budget and that any incentive value it possesses will be limited to higher-paid workers. There is ample evidence to suggest that the government has despaired of finding an incentive for the lower-paid worker under the current shortages and controls.

Bevin's Health

On April 5 Lewis Douglas, American Ambassador to Britain, gave a formal dinner party at his Prince's Gate house



Reuterphoto—European

Minor Miner: Brian Dewberry, 12, in full miner's rig, displays the lump of coal he dug in a pit near Manchester, England. The trip underground was the prize in a schoolboy essay contest on coal.

for Mrs. Franklin D. Roosevelt, in London for the unveiling of the statue of the late President. During dinner, one of the guests suffered an apparently slight, but nonetheless painful, heart attack. He fainted, and, after recovering, had to be helped to his car. He was Ernest Bevin.

This incident again called attention to the state of the Foreign Secretary's health. NEWSWEEK's London bureau cabled: "His colleagues say that Bevin has been overworking. He has had these attacks before, especially under strain and fatigue, and they cause considerable pain. However, his condition is not considered serious as long as Bevin continues to follow his doctor's orders and gets plenty of rest. He usually takes a nap during the day and sleeps well at night."

The Sterling Rathole

One of the greatest problems ERP officials face is reconciling Britain's position as banker to the sterling area and its obligations to Western Europe. NEWSWEEK's London bureau sends this account of the immediate prospects:

The most difficult task of the Marshall-plan administrator and special representative will be to persuade Britain to find a way to control the dollar drain through the sterling area. The British Government has been told plainly that the United

States does not intend to finance any more Bank of England mistakes. The sterling balances held by India, Egypt, and other sterling-area countries make up the biggest problem. They were the major factors in the run on sterling which cost England so many dollars last summer.

Contrary to some reports, Britain has not been asked to dissolve the sterling area. In the first place, this would meet with the strongest resistance from Chancellor of the Exchequer Sir Stafford Cripps, and, in the second place, it might cause repercussions comparable with those caused by the abandonment of the gold standard in 1931. But the United States ERP advisers feel strongly that Britain must find some formula for tightening controls to prevent the liquidation of sterling balances. Otherwise Britain will go through the Marshall plan as it did the American loan and come out no better off.

Gratitude

The imminence of Marshall-plan aid last week brought forth a sweet reaction from Sagittarius, the frequently sour staff poet of the London Socialist weekly, *The New Statesman and Nation*. In a poem called "Grace Before Marshall," Sagittarius pronounced this blessing:

*Here, a little pinched, we stand,
Holding out our either hand,
Waiting with uplifted plates
Marshall manna from the States;
Here, before the stop-gap meal,
Saying grace with hungry zeal.
For relief which we believe
We are shortly to receive
May the Lord make us truly thankful!*

*Truly thankful for the boon
Of the California prune,
Thankful to the Middle West
For the hen-fruit from the nest.
Thankfully our prune be stewed
In the juice of gratitude;
For the egg-flow on the way,
For unnumbered omelettes, may
The Lord make us truly thankful!*

*Grateful when we break our fast
On the bounteous repast,
When we stand on our own legs,
Thanks to intake of dried eggs,
Gravely eggbound though we be.
Eggbound to the last degree,
But beside the eggy board
Be not thankless! May the Lord,
May the Lord make us truly thankful!*

PALESTINE:

Zion in Russian

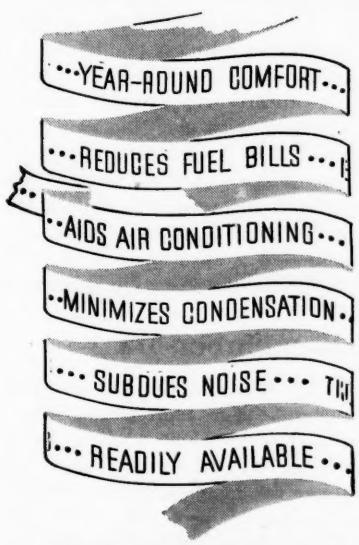
State Department officials studying Palestine reports decided last week that the Soviets have at last taken a leaf from the American book and adopted a Palestine

*For an opinion see Henry Hazlitt's *Business Tides*, page 76.

Thermopane was selected for this large window in an executive office of the Ford Motor Company.



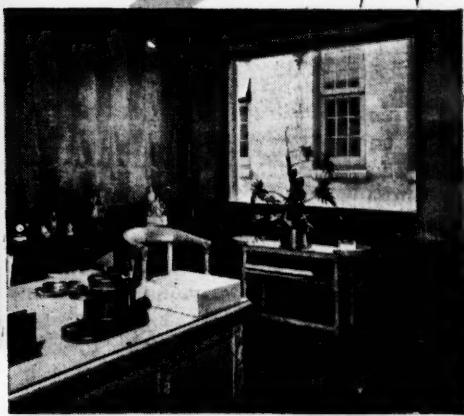
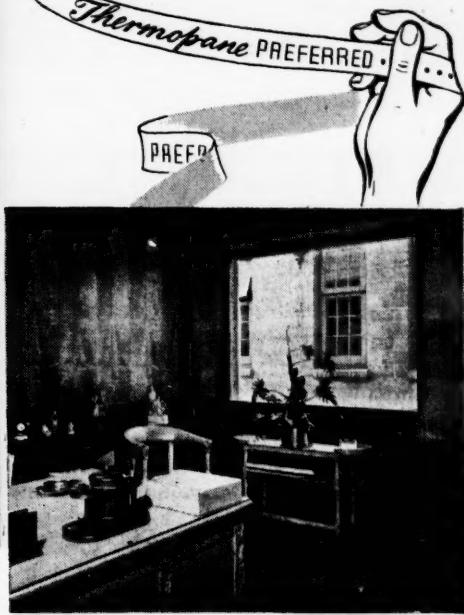
There's no speculation in a *Thermopane** installation. You know beforehand that *Thermopane*—the windowpane that makes single glazing obsolete—pays many and lasting dollars-and-cents advantages for every investment.



ONLY LIBBEY·OWENS·FORD

MAKES *Thermopane*

One
investment
pays **MANY**
dividends!



Thermopane window in this private office of the Crawford Furniture Manufacturing Corp., Jamestown, N. Y., blanks out noise of the mill across the narrow court.

Two or more panes of glass separated by dry air and factory-fabricated into a unit by L·O·F's *Bondermetic* (metal-to-glass) Seal provide year-round window insulation.

Thermopane's insulating air space prevents excessive heat loss through glass . . . adds up to year-after-year fuel savings.

Thermopane keeps summer heat on the outside . . . reduces the load on air-conditioning equipment . . . permits more accurate and economic control of proper humidities.

Frost and moisture on ordinary glass rot sills, stain walls, soil drapes.

Effective in both windows and interior partitions, *Thermopane* subdues annoying and distracting noise.

L·O·F Glass Distributors stock *Thermopane* in Standard Sizes and can assure prompt delivery of units of special dimensions. Libbey-Owens-Ford Glass Company, 1448 Nicholas Building, Toledo 3, Ohio.

*®



LIBBEY·OWENS·FORD
a Great Name in GLASS



Draper hopes to end "spending and spending and spending" in Japan

policy as confusing as its own. These reports reached Washington:

- In Damascus, Syria, two planes bearing the insignia of the Yugoslav Air Force discharged a cargo of 70 Yugoslav Moslems who declared that they had orders to join the Arabs in their holy war against the Jews. The Syrians, wary of this sudden gift from a satellite of the Soviets which has consistently advocated the partition of Palestine, have not yet decided what to do with their unexpected supporters.
- In Prague a Czechoslovak plane took off with a cargo of rifle ammunition allegedly destined for Bratislava. The plane later landed on a Palestine airstrip. Its sole passenger was a Jewish national of Palestine.
- In Warsaw the newspaper Robotnik came out with an editorial attacking the champions of the Jewish state as a "band of plutocrats and reactionaries."
- At Lake Success the Soviet representative, Andrei Gromyko, continued to advocate the immediate partition of Palestine.

HUNGARY:

Whimpering

Latest joke from Vienna: Two dogs are standing at the barrier that separates Hungary and Austria. The fat Hungarian dog entreats his skinny Austrian colleague to let him come over.

"Are you crazy?" asks the Austrian. "Fat and happy as you are, wanting to share my miserable fate?"

The Hungarian dog replies: "Just once more, only once, I want to bark again."

JAPAN:

Rebuilding the Workshop

"If we want to stop spending and spending and spending, we must invest in Japanese recovery."

The speaker was Paul G. Hoffman,

whose nomination as ERP chief had just been sent to the Senate. The scene was a crowded press conference on April 6 in the private Pentagon office in Washington of Maj. Gen. Floyd L. Parks, Army Information head. Hoffman had returned that morning from Japan with a mission of top American businessmen. The chief of the mission, William H. Draper, Under Secretary of the Army, looked tired as Hoffman and other members explained that Japan had to be rehabilitated to take it off the shoulders of the American taxpayer and enable it to make a contribution to the recovery of all Asia. Draper may have wondered how many times and with how much authority these facts of economic life had to be dinned into the heads of press and public.

Will to Work: As economic adviser to Gen. Lucius D. Clay in Germany, Bill Draper had played a vital role in the substitution of a policy for rebuilding German industry for the Morgenthau planned-poverty scheme. For the past few months he has been working on similar plans for reconstructing Japan. A man of moderate opinions, Draper has shown himself acutely conscious of the dangers of thus aiding former enemies. But when common sense and the vital interests of the United States seemed to dictate this course, Draper ignored left-wing gibes against "bankers in uniform" and went ahead. (He gave up his job in Dillon, Read & Co. to work for the government.)

His reward has been to see his policies justified by events. Thus the necessity of rehabilitating the Reich is hardly questioned seriously any more. The Japanese recovery program advocated by the Draper mission met outright opposition only from such far-left organs as the almost defunct New York tabloid PM.

The findings of the Draper mission, already largely revealed during interviews in Tokyo, were essentially those submitted in the comprehensive report by the American engineers who surveyed Japan under the

name of Overseas Consultants (Newsweek, March 15). Hoffman repeated their recommendations that "only in a very few cases" could reparations be profitably removed from Japan. Another member of the mission, Percy H. Johnston, chairman of the executive committee of the Chemical Bank and Trust Co. of New York, pointed out that the United States would "in effect be paying the reparations bill," if any except the very limited excess capacity were removed from Japan. Johnston had this to say about the \$150,000,000 initial Japanese rebuilding program sought by the Army.

"Our group believes that the United States, in its own interest, should now assist the industrial recovery of Japan. Japan's industrial products are needed throughout the Far East, which also needs Japan as a market for its potential surpluses—its tin, copra, wool, cotton, iron ore, bauxite, and rice. We found that Japanese industry is operating at a very low level—only 40 per cent of fifteen years ago—because it is unbelievably short of needed raw materials. However, despite the upheaval of war and defeat and the changing social outlook, the traditional will to work of the Japanese people themselves is still in evidence."

Naïve Hero: This plan to reverse previous restrictive policies in Japan will probably have repercussions on the eleven-power Far Eastern Commission in Washington and in SCAP in Tokyo. From the Japanese capital, Bill Costello, CBS correspondent, broadcast this forecast as the Draper mission departed:

"It is pretty generally agreed that the businessmen in the Draper mission . . . constitute the ablest group of advisers sent to Japan during the occupation. These men let it be known privately today that they regard General MacArthur's knowledge of economic problems as somewhat naïve from a business point of view, and there is good reason to believe Washington in the future will exercise greater and greater authority over Japanese economic policies. They found the Supreme Commander still resentful of criticism, and one observer today predicted that in the line of policy decisions now pending, MacArthur himself is more than likely to return to the United States within three months."

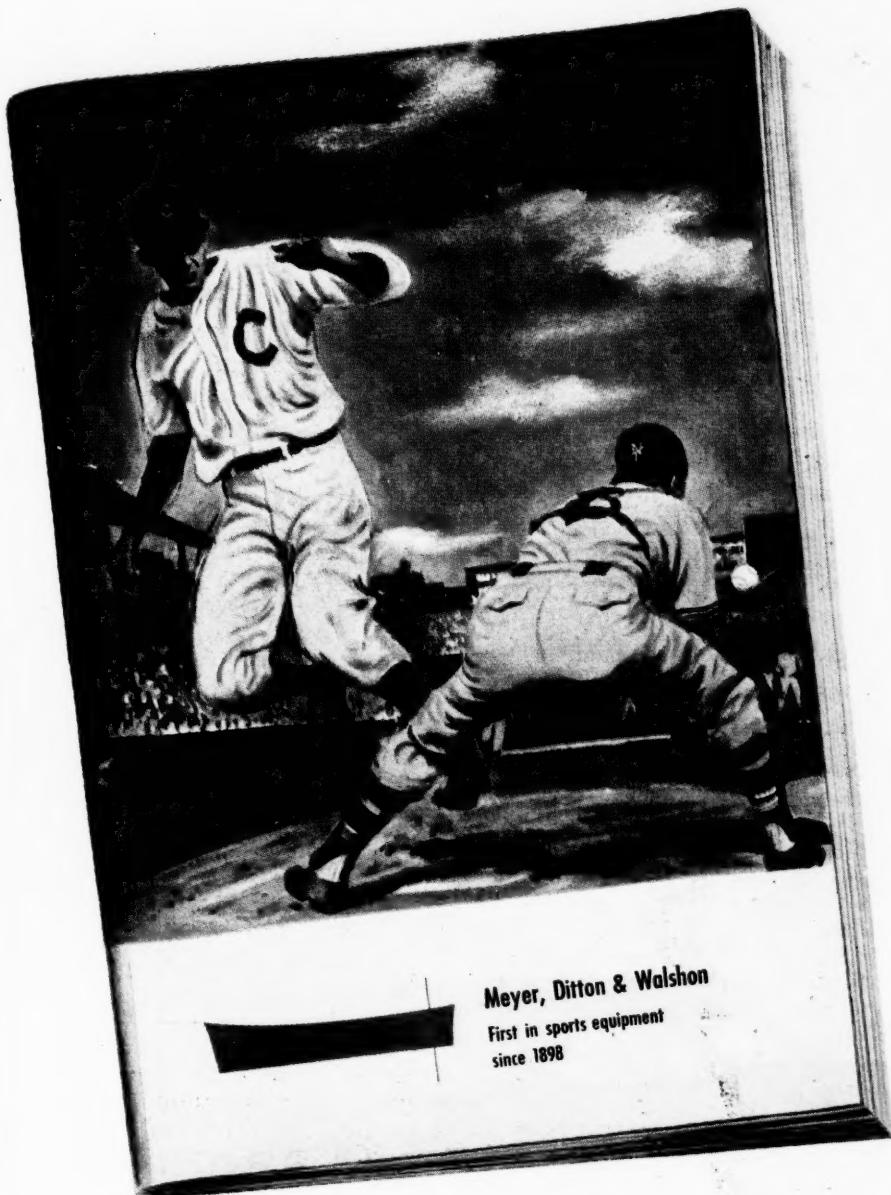
I Remember Ma'

To the Japanese, General MacArthur is *Ma-gensui*—*Ma* representing the first character of his name while *gensui* means "marshal." The title implies great respect, although the Japanese are far from regarding Marshal Ma as a god just like the emperor, as some naïve American visitors have reported. (In the sense of being regarded as a god by the Japanese, MacArthur has a fatal defect: He is not Japanese.)

During the past year respect for Mar-

Before choosing any printing paper . . .

*Look at Levelcoat**



Meyer, Ditton & Walshon
First in sports equipment
since 1898

IT PAYS TO LOOK AT LEVELCOAT

Levelcoat
PRINTING PAPERS



KIMBERLY CLARK CORPORATION, NEENAH, WISCONSIN

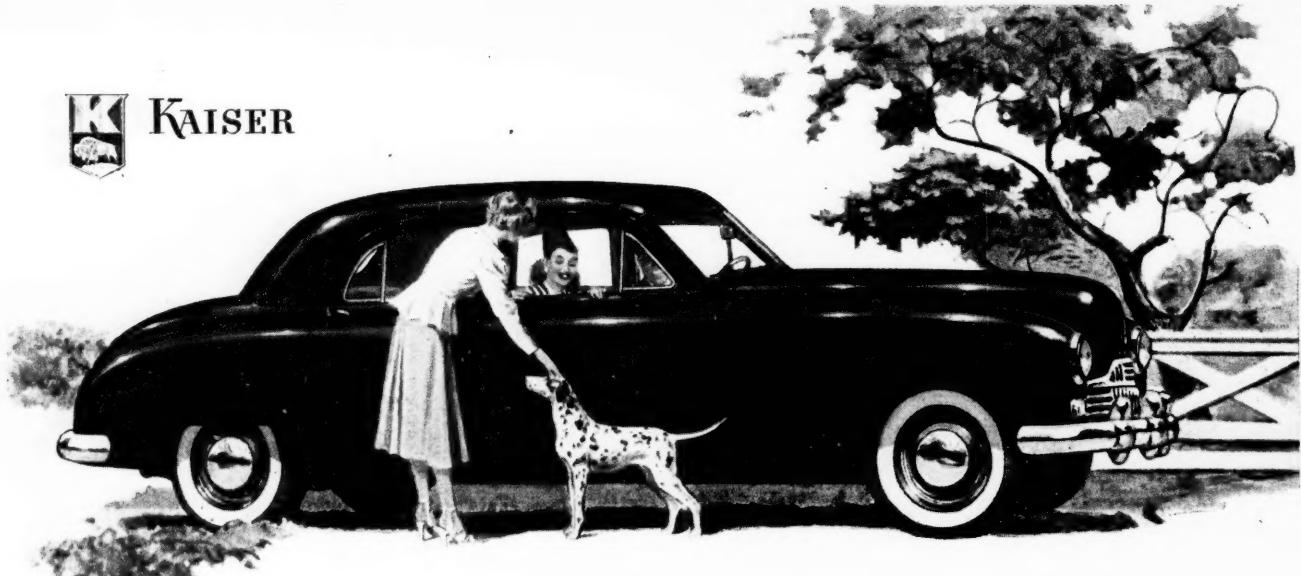
*Levelcoat** printing papers are made
in these grades: Trufect†, Kimflect†,
Multifect† and Rotofect†.

*TRADEMARK

†T. M. REG. U. S. PAT. OFF.



KAISER



MOST FOR YOUR MONEY

One sure way to protect your motor car investment is to buy a KAISER or a FRAZER. For in either of these ultra-modern cars you buy *lasting value*. You buy styling that will still be out ahead when many of today's so-called "new" cars have already been obsoleted by their own manufacturers!

And at the same time you buy *fully postwar engineering*! A new power-to-weight ratio and truly advanced chassis design give results that will mean "money in the bank" for you in years to come. How can you possibly get more for your transportation money than to buy an automobile that in itself offers insurance against high and quick obsolescence?

KAISER-FRAZER CORPORATION • WILLOW RUN, MICH.

BODY STYLING BY
Darrin



FRAZER

JOSEPH B. PHILLIPS is en route overseas. His column will be resumed next month from Europe.

Shal Ma has been tempered by some questioning of his "sincerity," particularly among business and professional men who find it difficult to understand left-wing measures enforced by SCAP officials. They even make a pun on the Japanese pronunciation of MacArthur—Makkasa—since the characters can also be read in Japanese as "Left-Red." Nonetheless, for the majority of Japanese, MacArthur continues to represent the power and majesty of the United States, sometimes unpredictable but always unchallengeable.

Last week a Japanese reporter asked an American newspaperman a question about "General Mac." It was the first time the American had ever heard a Japanese refer to Ma-gensui in such terms. The explanation was simple: the general's defeat in the Wisconsin primaries. Despite the fact that the censorship-conscious Japanese press carried the story only in the briefest



Acme

Cold Fool: Holding aloft an inscribed plaque, this Japanese bathes in chilly Biwa Falls, near Tokyo. On April 1, according to the Shinto faith, mountain water has great healing powers, especially for brain diseases.

form, the news raced through Tokyo. Japanese who had hung up signs of "MacArthur for President" and regretted in editorials that "80,000,000 Japanese do not have the right to vote" began to reconsider.

From the Japanese point of view, the impossible had happened. MacArthur had been repudiated by the people of his home province (provincial pride is intense in Japan). Again from the Japanese point of view, a man bearing the proud title of Ma-gensui would naturally react to such a loss of face by following the tradition called *giseiteki seishin* (spirit of self-sacrifice). According to this tradition, MacArthur should now resign his post and possibly commit suicide or, at the very least, retire from public life.

Significance--

Although this question of MacArthur's loss of face in Tokyo sounds like something out of "The Mikado," it nevertheless poses a serious problem. Arthur Krock, New York Times columnist, wrote that "many of General MacArthur's well-wishers and admirers" thought that by encouraging "the partisan use of his name for office" he would "risk loss of the prestige which has acted among the Japanese as a stronger force than his visible military power. Even some of those who hope he can be President believed he should not run from his headquarters in Tokyo; that, if he concluded his country's political need for him was the greater, he should have resigned his proconsulship and come home."

AUSTRALIA:

To a King's Taste

The British royal family will not begin its tour of Australia until early next year, but by last week Down Under officials were already studying a primer of behavior during the visit. Court officials in London had sent the Australians a long list of suggestions designed to make the tour easier on the royal nerves. For example, they requested that autograph signing and cornerstone laying be omitted entirely. The Sydney correspondent of The London News Chronicle reported other suggestions:

"The royal family prefers that toasts should be made to the king, queen, and princess together—not separately."

"Princess Margaret strongly objects to being called Princess Margaret Rose, the name by which she was known as a child. She is fond of riding."

"There are no royal colors, and the closest for decorations are the king's racing colors—scarlet and dark blue, with a thin gold dividing line."

"The queen is extremely fond of wild flowers."

"Her favorite colors are pastel shades, particularly blue."

Picture of the Month

Metro-Goldwyn-Mayer
and Liberty Films present

SPENCER KATHARINE VAN
TRACY·HEPBURN·JOHNSON
ANGELA ADOLPHE LEWIS
LANSBURY · MENJOU · STONE
in
FRANK CAPRA'S

STATE OF THE UNION

Based on the Play by Howard Lindsay and Russel Crouse
Screen Play by Anthony Veiller and Myles Connolly
Associate Producer Anthony Veiller
Produced and Directed by FRANK CAPRA
A METRO-GOLDWYN-MAYER PICTURE



With anticipation whetted by advance reports, we sat in the projection room and had served up to us a perfect screen dish. The recipe: Take big stage hit by big authors, season with big stars, trust cooking to eminent chef Frank Capra, serve in M-G-M manner. The result: "State Of The Union"—piping hot!

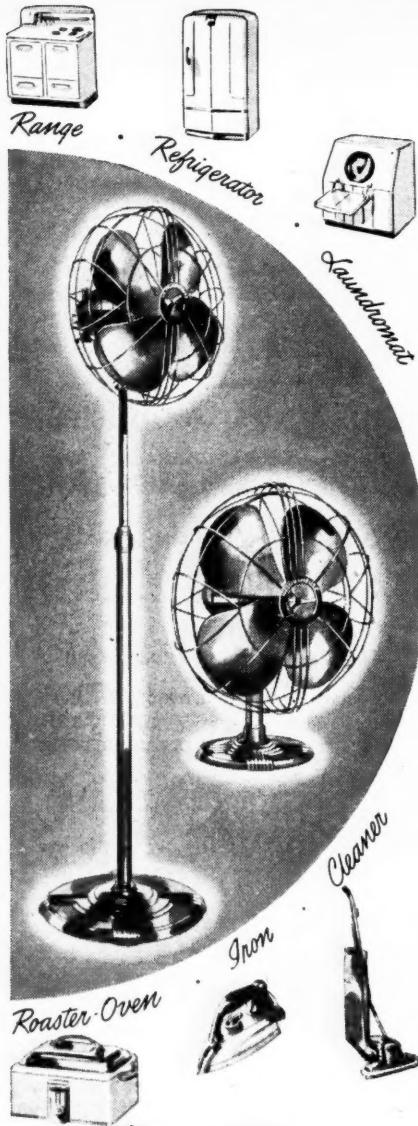
Liberty Films produced this picture on the M-G-M lot for M-G-M distribution and it emerges as about the most exciting movie ever made, as topical as today's newspaper, as comical as a circus with a plot, as intensely romantic as the elopement of a beautiful couple. In response to queries "How is the State Of The Union?", the answer is "It's Great."

Spencer Tracy plays the famous part, which has been toured in the flesh from coast to coast. And he plays it, as they say, to the hilt. Is there a greater actor today than Mr. Tracy? We doubt if there is. Katharine Hepburn plays the woman who fights for love and family. Never has anyone seen this actress show more evidence of a unique talent than in this performance. It is a flower-sending job.

Van Johnson as the press agent is so good that we suggest M-G-M hire him to advertise the "State Of The Union." Angela Lansbury as the famous publisher—important. Adolphe Menjou as the campaign manager—dynamic. Lewis Stone as the great Thorndyke—stirring. Very astute examples of casting.

Howard Lindsay and Russel Crouse, should be more than pleased with the wonderful adaptation which Producer and Director Capra has made of their play. They will be equally pleased with the sparkling screen version written by Anthony Veiller and Myles Connolly.

Let us state it very briefly—"State Of The Union" is the "must" picture of 1948.



Big Fans FOR COMMERCIAL APPLICATIONS

The Powerful, 24" Whirlaire*

Quiet, Efficient Fans, with giant 24" blades, specifically designed for industrial and commercial use where large areas require welcome relief from stale, stagnant air. All with Micarta blades, welded steel safety guards. Counter or floor pedestals, oscillating and non-oscillating models. Ceiling model, non-oscillating. No radio interference. See them, and other members of this famous appliance family, at your Westinghouse supplier's.

*Trademark, Reg. U. S. Pat. Off.

EVERY HOUSE NEEDS
Westinghouse
MAKER OF 30 MILLION
ELECTRIC HOME APPLIANCES

Tune in Ted Malone... Every Morning, Monday through Friday... ABC Network
WESTINGHOUSE ELECTRIC CORPORATION
APPLIANCE DIVISION • • Plants in 25 cities • Offices everywhere • SPRINGFIELD 2, MASS.

CANADIAN AFFAIRS

FREIGHT RATES:

Secession Talk

Because Canada is a huge country with comparatively few inhabitants, railroads bulk large in its economy. Canada's railroad mileage per capita is about twice that of the United States. The government-owned Canadian National Railways has the second longest mileage of any railroad in the world. The privately owned Canadian Pacific Railway, with its subsidiaries, is almost as large. Both these lines cross the Continent from Atlantic to Pacific.

Last week the railroads threatened to split Canada apart instead of binding it together. Dour John Blackmore, Social Credit member from Alberta, warned Parliament bluntly that the western provinces were seriously considering secession. Angry members from the three maritime provinces on the Atlantic backed him up. The issue: a March 30 decision by the Board of Transport Commissioners granting the railroads a flat 21 per cent increase in freight rates.

Few Canadians doubted that the roads needed more money. Freight rates had not been raised for 26 years. Revenues were double those of 1937, but costs had increased even more. In February both the Canadian National and the Canadian Pacific were running in the red.

Where It Hurts: But only the central provinces of Ontario and Quebec liked the commission's solution of the problem. In both these provinces the competition of motor trucks and river and lake shipping had kept rail rates down. Freight rates in the prairie provinces, British Columbia, and the Maritimes, where the railroads have little competition, were appreciably higher. These areas would feel the percentage increase more.

The dispute was political dynamite. The socialistic CCF led the attack on the rate increase. Unhappy Liberals and Conservatives faced a dilemma. They didn't want to play into the CCF's hands. But they knew that approval of the government's action would handicap them everywhere, regardless of party, outside of Ontario and Quebec.

M. J. Coldwell, CCF leader, moved what was in effect a resolution of lack of confidence in the government. If it were carried, it would force a general election. But the Conservatives managed to have the debate adjourned so that they could seek a fence-straddling compromise. No one knew

just what the western Liberals would do.

To make the situation still more uncomfortable politically in a country plagued by high prices, ceiling prices of butter and sugar were raised on April 8 to cover the new freight rates.

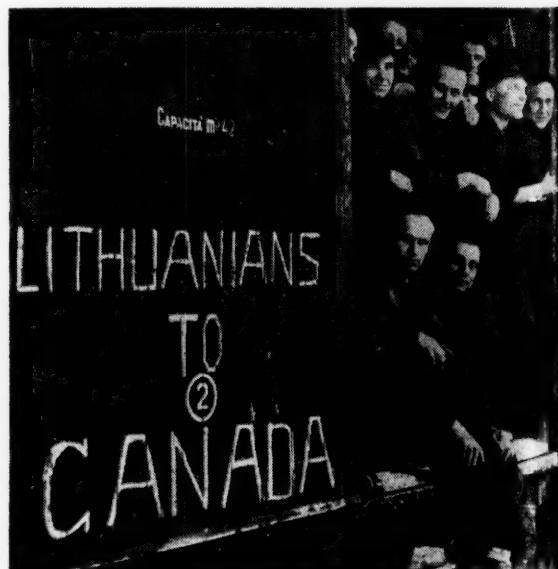
URANIUM:

The Rush of '48

Prospectors, wildcatters, geologists, and drilling experts swarmed into the isolated mining town of Flin Flon, Man., last week in a 1948 version of the gold rush of '98. Unlike the grizzled old-timers who rode muleback to the Yukon gold fields, these smooth-shaven fortune hunters arrived via air and rail with Geiger counters under their arms to search for the precious metal of the atomic age—uranium.

By April 5 they had staked out about 80 claims in the rocky hills around the town. Already Flin Flon prices were soaring, housing was getting scarce, and saloons were buzzing with the latest rumors of uranium discoveries.

The race began March 31 when two prospectors, released from security regulations, revealed that they had discovered uranium near Flin Flon two years ago. Just a few days before, the government had opened the uranium business to private prospectors and mining companies. Luckily for the prospectors, the announcement came in spring—Flin Flon winters are said to be so cold that electric lights must burn 24 hours a day so filaments won't freeze and break. The local trappers, traders, fishermen, and miners hope the uranium rush won't boom the town too much. They want the price of whisky to stay low so they can keep warm."



Westward Ho! Lithuanian Displaced Persons from camps in Britain and Germany await their ship to a new home.

Only Dodge gives so much

VISION...

New Dodge "Pilot-House" cabs give you nearly 200 square inches more windshield area than other standard truck cabs! You get tremendously increased vision . . . in all directions. Windshields and windows are higher and wider. Available are new rear quarter windows that add still more to vision and safety . . . and vent wings for controlled ventilation.



COMFORT...

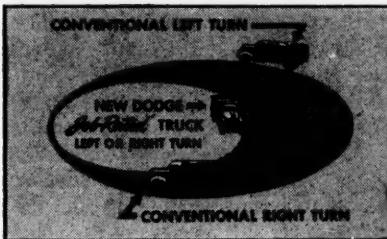
Comfort? Riding is believing! New and better weight distribution, wider tread axles and longer springs give a marvelous new "cushioned ride." "Air-O-Ride" seats give the kind of seat cushion you want—"soft," "medium," or "firm" . . . controlled by a convenient lever. Seven full inches of seat adjustment provide the right legroom for every driver. All-season comfort is yours, too, with "All-Weather Ventilation" . . . an ingenious combination of truck heater, defroster vents, vent windows, and fresh air intake. Yes, take a ride . . . for riding is believing!



- 1 PLENTY OF HEADROOM
- 2 STEERING WHEEL . . . right in the driver's lap.
- 3 NATURAL BACK SUPPORT . . . adjustable for maximum comfort.
- 4 PROPER LEG SUPPORT . . . under the knees where you need it.
- 5 CHAIR-HEIGHT SEATS . . . just like you have at home.
- 6 7-INCH SEAT ADJUSTMENT . . . with safe, convenient hand control.
- 7 "AIR-O-RIDE" CUSHIONS . . . adjustable to weight of driver and road conditions.

EASE OF HANDLING

You can turn these new trucks in much smaller circles—park or back up to loading docks with greater ease. This is due to a new type of steering design, with shorter wheelbases that accommodate full-size bodies. Front axles have been moved back and engines forward. This added weight on front axles gives much better weight distribution!

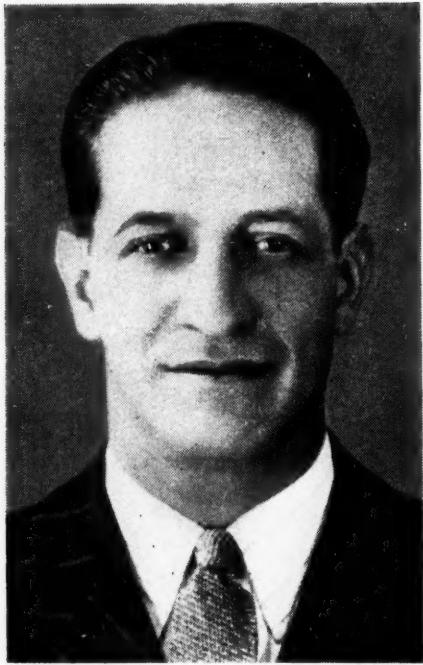


With all these new advantages, you get a truck that fits your job, that saves you money. That is because every unit of every Dodge truck,

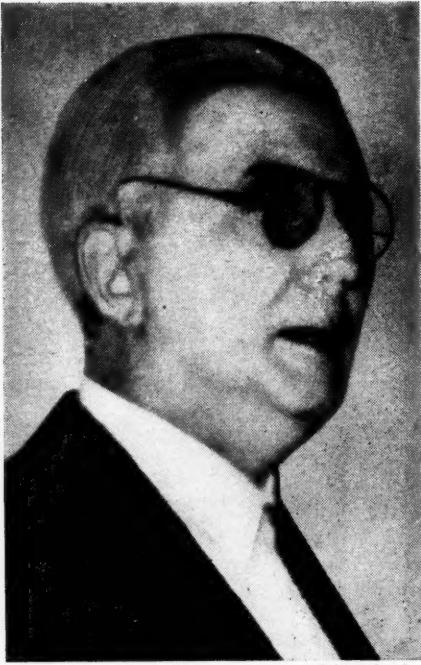
from engine to rear axle, is "Job-Rated" for economy, dependability, performance and long life. And remember . . . only Dodge builds "Job-Rated" trucks!

only Dodge builds "Job-Rated" trucks !

**NEW
DODGE
"Job-Rated"
TRUCKS**
FIT THE JOB...LAST LONGER



Gaitán: His death a trigger



Ospina: Blood on his doorstep

COLOMBIA:

Bogotá Berserk

Jorge Eliécer Gaitán was the idol of the Colombian masses. The handsome, 46-year-old lawyer had raised himself, by sheer eloquence and the gift of leadership, from poverty and obscurity to the top of Colombia's powerful Liberal party. A leftist—but a bitter enemy of the Communists—he had routed the more conservative old-line leadership of the party and had already been selected as its Presidential candidate for the 1950 election.

At lunchtime on Friday, April 9, Gaitán stepped out of his downtown law office in the Nieto Building at Carrera Séptima and Avenida Jiménez de Quesada in Bogotá. An unidentified man walked up to him and shot him four times in the head and neck. At 2 o'clock in the afternoon he died. His death set off an explosion that broke up the inter-American conference, threw Bogotá into sixteen frenzied hours of anarchy, and left the central part of this city of nearly 400,000 inhabitants in smoke-blackened ruins.

Torch and Knife: The Carrera Séptima and Avenida Jiménez de Quesada were full of milling Bogotanos at the time of the assassination. They grabbed the killer, beat him over the head with shoe-shine boxes seized from bootblacks and kicked and pummeled him to death. The body was dragged through the Carrera Séptima, stripped naked, and left in front of the palace of Conservative President Mariano Ospina Pérez. Thus the crowd showed where they placed responsibility for the murder of their beloved leader.

Later, a soldier threw a tarpaulin over

the body. But it lay in the street through the night, the bare feet sticking out. It rained intermittently, and water dammed up behind the stiff corpse.

Word of Gaitán's death spread quickly through the city. A hysterical crowd of Gaitanistas gathered downtown. Some cried. Others shouted: "Down with the government, down with the Conservatives! They killed our leader!"

A mob broke into the Capitolio, where the ninth International Conference of American States was being held. For twenty minutes rioters worked their way through the building, smashing furniture and typewriters, while delegates and conference personnel huddled on the third floor for safety.

Outside, they overturned streetcars and set them afire. They wrecked automobiles. They broke into hardware stores to get knives and machetes. They set fire to the Presidential palace and other government buildings.

Cable communications with the outside world quickly broke down. The only news came in short pooled dispatches from United States correspondents covering the conference. They furnished a vivid running story of the night of terror.

Diary of Terror: At 6 p.m. (EST): Flames reach to the skies, looting increases. Rioters carry a wounded Liberal on a cot past the United States Embassy office. Shooting is widespread and police at the Capitolio fire sporadically on the mobs. There are still no signs of the police or the army in the downtown streets.

At 8:20 p.m.: Downtown Bogotá, with fires still raging, looks like London during a fire raid. A corpse has been lying in the street outside the embassy office for hours while looters walk over it. Drunks are still

surging through the city unchecked. The streets are littered with merchandise from the stores. Rioters with machetes, clubs, or knives in one hand and bottles of liquor in the other are wearing new suits, hats, and shoes, and carrying bundles of loot.

At 10:45 p.m.: A gun battle is going on outside the embassy office. A dozen men on the corner are firing at a group up the street hiding behind a great pile of loot. Intermittent pistol and rifle fire is heard.

After Midnight: Three soldiers, dead or wounded, are lying on the Avenida Jiménez de Quesada. The sky over downtown Bogotá is still red from fires. Smoke blacks out the sky. The area around the embassy is starting to quiet down.

Calming Down: Rioting and looting died down about dawn on Saturday. Loyal government troops restored some semblance of order and were slowly regaining control. Fires burned themselves out but smoke hung heavy over the city. At least 35 buildings had been set afire, and the historic old church of San Francisco had been sacked and burned. Saturday night the city morgue reported 300 dead. All Americans in Bogotá were safe, including Secretary of State George C. Marshall.

Later on Saturday President Ospina Pérez attempted to restore peace by appointing a coalition Cabinet of six Conservatives, six Liberals, and one non-party military man.

Significance--

Colombia broke relations with Russia on Monday, after President Ospina had called the revolt "a premeditated plot by Communists" to wreck the conference. Later that day, Marshall also blamed international Communism for the uprising, and charged that the Communists had planned



to break up the conference. But there was also a domestic political background.

The main political division in Colombia is between the Conservatives, representing the old landowning class, and the Liberals, who include labor, businessmen, and industrialists, in general, the representatives of the new, partly industrialized Colombia. The Liberal party came to power in 1930 and has been supported by a majority of the voters ever since. But in 1946 the Liberals split into left- and right-wing factions and nominated two Presidential candidates—Gaitán standing for the leftists. The Conservatives polled fewer votes than the combined Liberals but more than either of them alone, and so elected the President. The Liberals retained control of Congress.

Ospina, as a minority President, tried to follow a middle road. He appointed several Liberals to his Cabinet. But Gaitán and his leftist followers who were opposed to this collaboration, gradually became the dominant Liberal group. At the same time Ospina's more reactionary supporters were making trouble for him. In the strongly conservative provinces of Norte de Santander, Santander, Boyacá, and Caldas, Conservative-controlled police began a campaign of terror. Many Liberals fled to Venezuela for safety, and about 100 were killed.

A month ago Gaitán presented a formal list of grievances to Ospina. He got no satisfaction, so he pulled the Liberal ministers out of the Cabinet. They were replaced by Conservatives. The last straw was the appointment of Laureano Gómez, arch reactionary and the Liberals' bitterest enemy, as Foreign Minister.

It was this political tinderbox which was touched off by Gaitán's murder.

As for the Communists: The party is weak in Colombia, and growing weaker. About 40 per cent of Bogotá labor unions follow the party line, but Communists polled only about 27,000 votes in the 1946 Presidential election and in last year's municipal elections this shrank to 8,000.

When the rioting started, the Communist leader, Montaña Cuellar, urged the mob, over a seized radio station, to pillage hardware stores for arms and to burn the Presidential palace. What part the Reds played in starting the riots, and how much they had to do with their later developments, was still unclear. But Marshall made plain his belief, without saying so specifically, that the Communists had not only deliberately tried to break up the conference, but also to embarrass him as author of the European Recovery Plan, and to try to influence the Italian elections next Sunday.

One thing is certain: the revolt will serve Moscow's ends. It has dealt a damning blow to the prestige of the inter-American system, and Washington is braced for Cominform attempts to exploit it as a popular protest against United States "imperialism."

April 19, 1948 □

**THE FLOWER THAT
TAUGHT ME
A LESSON!**

"Sure, I lost a contract but
I learned a valuable lesson! And from my
strongest competitor, too."

"He's the smart one! For years
he's been sending Flowers by Wire
to important customers on birthdays,
anniversaries, certain holidays
and for congratulations on advancement."

"From now on, I'm going to build myself
some warm and cordial business relations
with Flowers by Wire. No more selling
just on price and materials alone."

Any F.T.D. florist in the U. S. or Canada
will speed your Flowers anywhere
within a few hours. The Winged
Mercury Seal on his window
means satisfaction guaranteed.

Let Flowers by Wire help you
develop warm, friendly
business relations.

In any event—
wire Flowers

FLOWRISTS' TELEGRAPH DELIVERY INTERNATIONAL, 149 Michigan Ave., Detroit 26, Mich.

IN PASSING

Advice: Back home on the Queen Mary from a tour of his company's plants abroad, HENRY FORD II had a few words of warning on international conditions: "The Russian situation has got to be solved somehow—and soon. I was surprised at how well general conditions are progressing in Europe, but there is this Russian thing and it is horrible. The Russians have to be stood up to and told off, but words are not going to be enough."

Bachelor: In New York to play the Frank Fay role in "Harvey," JAMES STEWART wistfully considered marriage with the "right" girl, if she ever came along, then evaluated the staying power of Hollywood romance: "Movie actresses are swell people, but not for permanent attachments."

Egotist: Naming the five most egocentric women—those "who never see the other fellow's side"—the columnist ELSA MAXWELL softened the blow by including herself. The other four: Lady Astor (Nannie), Sra. Eva de Perón ("of not very distinguished antecedents"), Ilka Chase ("writes about nothing with the greatest conviction"), and Alice Longworth ("if you're born a Roosevelt, you must act like one").

Juvenile Delinquency: Federal prison guards in Mexico City caught ROSA MARIA MARTINEZ trying to smuggle in marijuana, hidden in the folds of her baby's diaper.

Press Agency: Heraldng the summer cheesecake season, movie actress JUNE HAVER climbed into a flesh-colored swim suit decorated with Eden-like leaves, then called in the photographers. Pretty to look at, the hand-painted suit had not yet been tested for seaworthiness.



June Haver: Harbinger



Johnny Weissmuller: A grimace from Tarzan

Competition: JOHNNY WEISSMULLER, former Olympic swimming star and perennial film Tarzan, traded expressive looks with Snowey, a British bulldog who crossed the Atlantic with him on the Queen Mary. Also on the trip with Weissmuller: his wife, Allene.

Getaway Deluxe: Cruising in their radio prowl car, New York City patrolmen ARTHUR NEIDERHOFFER and MILTON COHEN saw Dominick Falco running. "What's the trouble?" they asked him. "I've just been mugged," said Falco. "They ran that way." Inviting him in to sit between them, the two policemen sped down the street. As they looked for the mugger, the radio began broadcasting a hold-up alarm, with full description of the robber. "So you were mugged, eh?" one of the cops asked as he clamped handcuffs on Falco. At the Hotel Irving, Falco was identified as the man who had held up two employes, taking \$115, a ring, and a watch. The loot was still in his pockets.

Distinction: SELMA PORTER, 19, of New York, first Negro girl to be selected "Miss Subways" of the month by the model promoter John Powers, was congratulated by Gov. William Hastie of the Virgin Islands, Thurgood Marshall of the National Association for the Advancement of Colored People, and Lester Granger of the Urban League. Selma will hold the title during April.

Mine Hosts: MRS. FRANKLIN D. ROOSEVELT and her son, ELLIOTT, announced that they were going into the innkeeping business. They plan to build and operate Val-Kill Inn, in Dutchess County, N. Y., on land once part of the President's estate. The 22-bedroom hotel will follow lines of a building designed by F.D.R.

Countermove: JAMES T. FARRELL, author of the "Studs Lonigan" trilogy, filed suit with the Federal District Court in Philadelphia against three police officials who had seized his works in a roundup of "salacious" books on sale in Quaker City stores (NEWSWEEK, April 5).

Campaign: A New York City taxi driver, MAX VOGEL, and his wife launched a personal war against Communism. Investing \$200 saved up for new furniture, they had red, white, and blue buttons picturing a flag-waving Uncle Sam made up for distribution to Max's fares. Legend on the buttons: "I pledge allegiance to my flag. Fight Communism." After a week, Max felt that everything was going fine. "I guess we're doing it for our six boys," he said.

Warning: Recovering from injuries to his vertebrae received when he slipped and fell while taking a shower in Herbert Hoover's suite at the Waldorf-Astoria Hotel, New York City, the political columnist MARK SULLIVAN drew this moral from the mishap: "Don't bathe."

Politics: Basing their predictions on birth hours and moon position, the Chicago Friends of Astrology found that the over-all astrological picture for November favored HARRY S. TRUMAN and the Democratic party, although Stassen and Dewey have a look in. Robert A. Taft was definitely out; he was born too late in the afternoon.

Change-Over: MARDE HOFF FOSTER of New York City, once a model for artists who painted her for magazine covers and art exhibits, decided to operate on the other side of the easel. In the Bahamas recently she painted a portrait of her cook which was chosen for exhibition by the National Academy of Design. As a result, she was awarded a year's advanced study scholarship in Paris from the Fontainebleau Association of Fine Arts and Music. Last week Mrs. Foster was working on an oil painting called "Clare."



Marde Foster: Switcher

AN ACHIEVEMENT IN MODERN DESIGN . . .

The Clary Adding Machine justifies the praise it is receiving from thousands of business men and women. Never before has an adding machine introduced so many new and outstanding features for greater speed and greater accuracy. Clary is first with rotary motion. First with rotary printing dials. First with the exclusive Thumb Add-Bar. Twin total bars. The Million-Dollar Key. Two-tone eye-saving molded keys. Fully automatic control bars. In fact, Clary advantages set a new standard in an old industry.

See for yourself what the Clary advantages can do for you. There's a Clary Representative ready to demonstrate all features of the Clary Adding Machine. Call him today for a demonstration of the world's finest adding machine...the Clary Speed-o-lectric.

Backed by factory-supervised service.

CLARY

CLARY MULTIPLIER CORPORATION, Main Office and Factory 1530 North Main Street, Los Angeles 12, California.

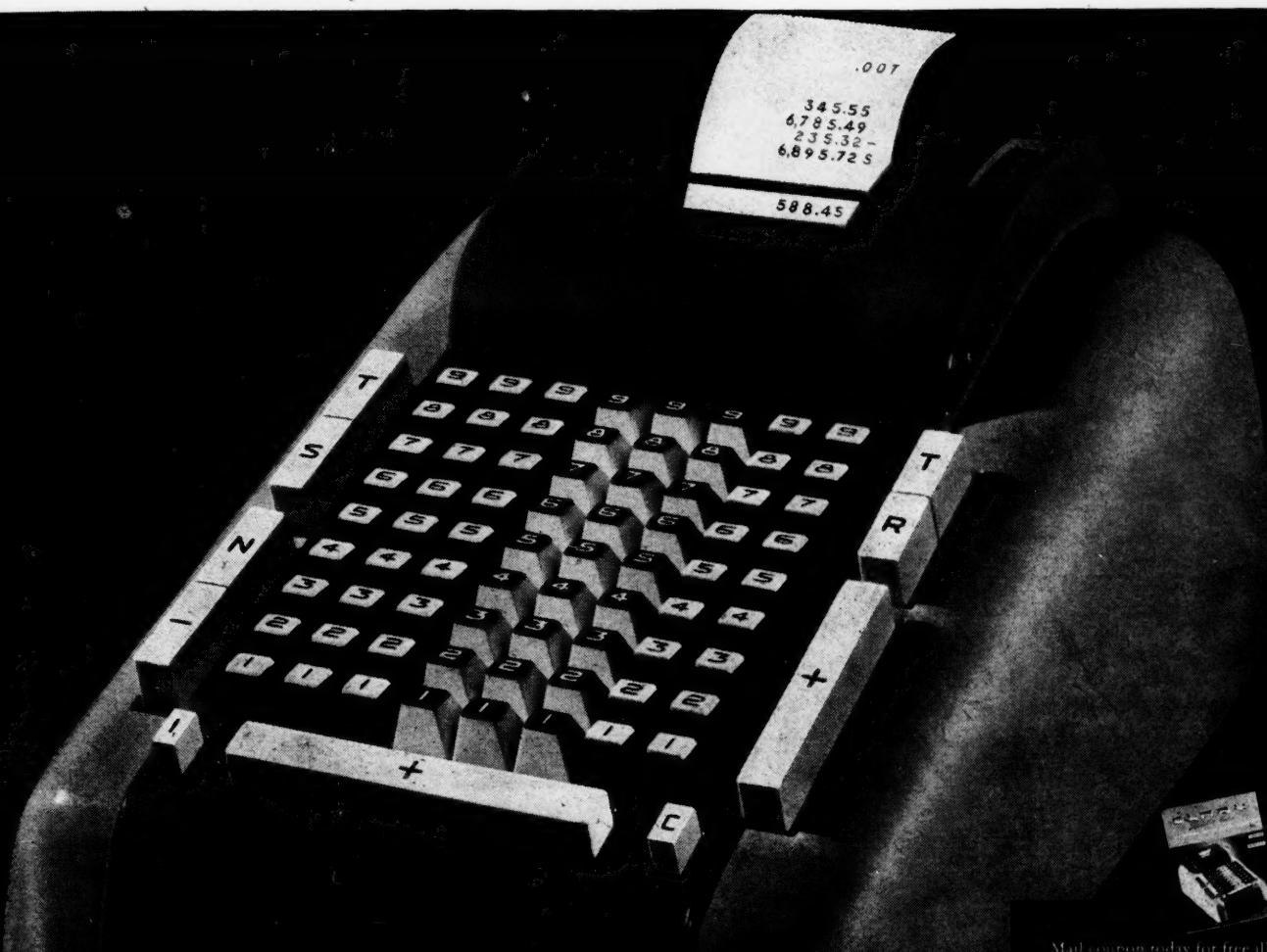
SALES OFFICES: Clary Factory Branch Offices or Dealers are located in principal cities. If our representative is not listed in your phone book, write or wire for his address.

Clary

ADDS

SUBTRACTS

MULTIPLIES



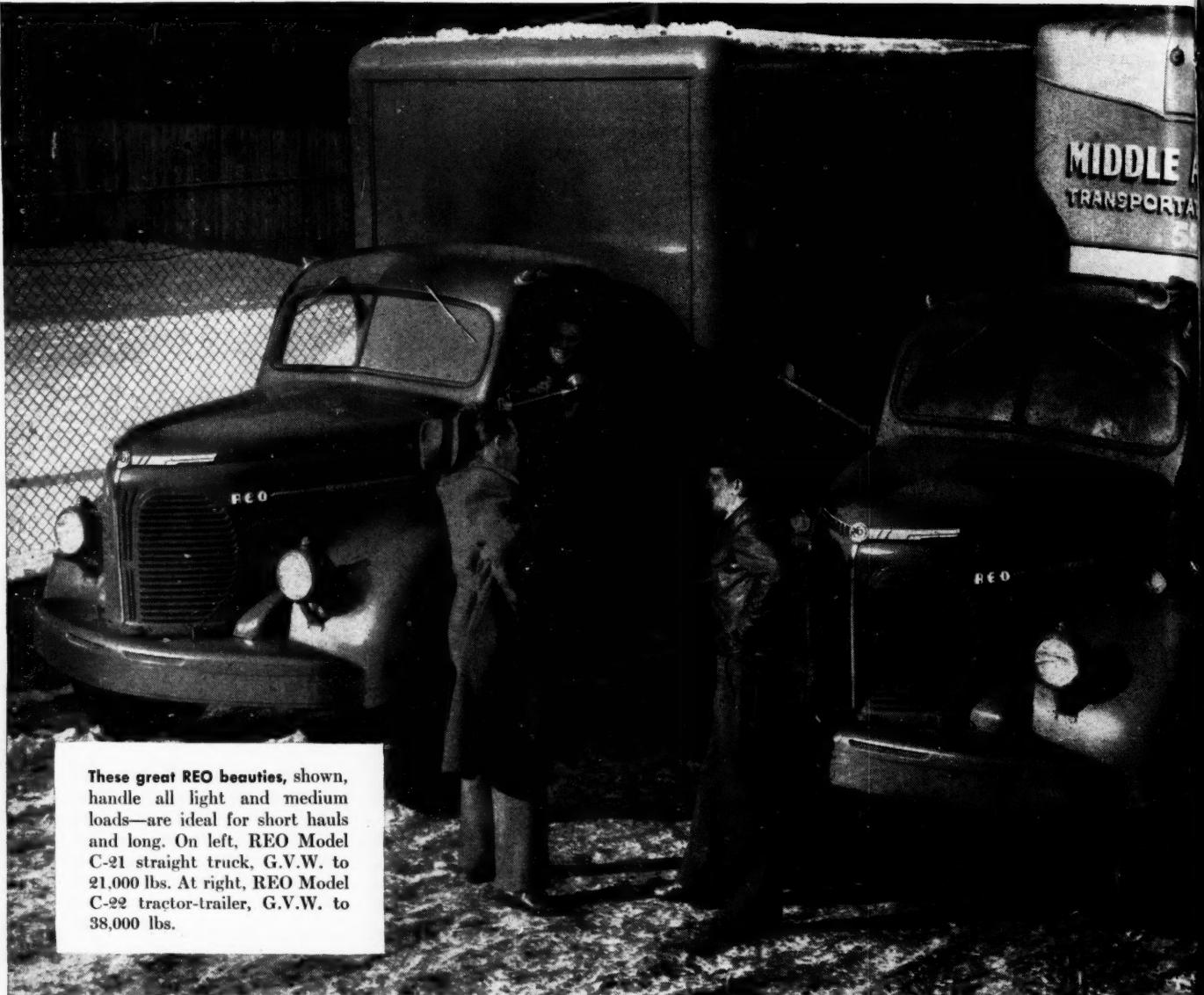
Mail coupon today for free illustrated folder about the new Clary Adding Machine.

CLARY MULTIPLIER CORPORATION
1530 N. Main Street, Los Angeles 12, Calif.

NAME			
FIRM			
ADDRESS			
CITY	ZONE	STATE	



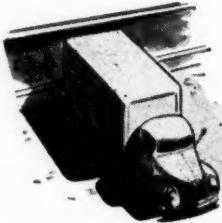
She's my best gal!



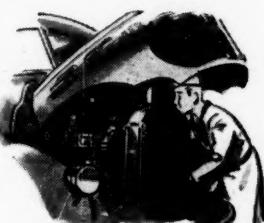
These great REO beauties, shown, handle all light and medium loads—are ideal for short hauls and long. On left, REO Model C-21 straight truck, G.V.W. to 21,000 lbs. At right, REO Model C-22 tractor-trailer, G.V.W. to 38,000 lbs.



Give the driver comfort! REO does—with adjustable, upholstered seats, spacious cabs, easy-riding springs, side cowl ventilators.



"More-Load" design means shorter turning radius . . . greater maneuverability . . . time and money saved at close-fitting docks and in traffic.



Most accessible engine on the road. REO maintenance quick, simplified. Cuts down service time, adds more on the road.

Check REO "More-Load" design before

...and the boss's, too!

"I'VE DRIVEN 'em all, and this new REO is the gal for me. And you should see the boss's big smile!"

"She's *all* truck. Look at that whopping big frame. Power? It practically bulges out of the REO hood—that's REO's famous Gold Crown engine.



"She's a tiger for power, but a kitten for comfort. I knew that the minute I eased behind this wheel. Here I am, sitting comfortable as the boss in his easy chair . . . surrounded by a cab that holds three easily. What more could I want?"



"They sure thought about safety in this new REO. You can really see from a REO. Plenty of windshield and a great rear window. And there's safety in these powerful, Dual Primary stop-on-a-dime brakes."



Why's the boss so happy?

"**A REO makes** the boss sing. 'Cause every REO has 'More-Load' design—more load per inch of wheelbase and a shorter turning radius.

"'More-Load' maneuverability gives us drivers a chance to deliver faster . . . easier . . . REO-quick.

"Any way I look at it, 'More-Load' pays off. I can back right into a tight dock without jockeying around all day. It's easier on all drivers—and the boss says there are lots of extra dollars in the time we save. You should check REO 'More-Load' design before you order any truck."

Before you order any truck



Anything for the service gang?

"There's sunshine in the service department when a REO rolls in. Here's the way they say it: 'REO has the most accessible engine on the road, the kind we get working on fast. REO makes us look good because we can get a REO serviced and rolling quicker than any other truck.'

"Yes sir, every REO model was designed with an eye to service. Add all the hours saved—in working time, delivery time—plus the extra revenue of full payloads. Then see how REO totals up for profits."

There's a REO right for you



Interstate hauling . . . logging . . . door-to-door delivery . . . in-city work—what's *your* job?

Whatever can be done with a truck, there's a REO to do it! REO knows your needs may differ from the next operator's. So, you select your REO from a wide choice of tractor and truck chassis . . . with a variety of engines, transmissions, axles, wheelbases and cab-to-axle dimensions.

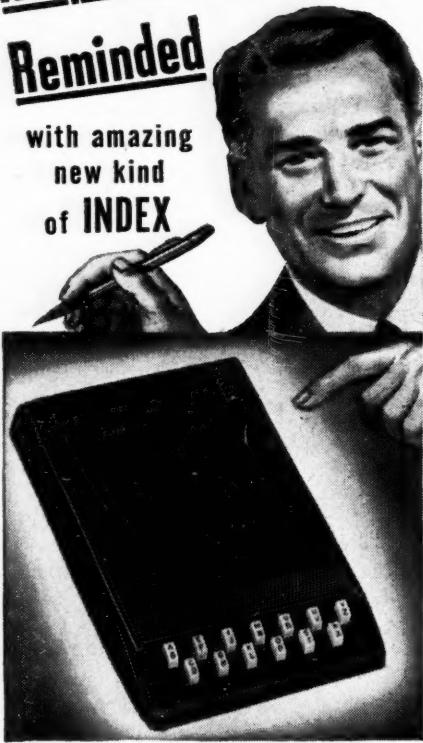
When you deal with REO, you do business with truck specialists. And you get *complete* service at every REO outlet . . . dealer, distributor or factory branch. Stop in or write for specifications of the new 1948 REO models. REO MOTORS, INC., Lansing 20, Michigan.

REO
TRUCKS AND BUSES

Keep Prospects

Reminded

with amazing
new kind
of INDEX



Give *Autopoint* TRADE MARK IMPRINTED INDEX!

This is the new good will builder you've been looking for...the useful, handsome, efficient quick-reference filing system that will give years of time and energy-saving performance.

With easy finger-tip control, you just press one key, and the "Autopoint" Index flips back smoothly—right to the alphabetical page on which to enter names, addresses, phone numbers and other vital information.

The 4" x 5" index cards can be removed easily and reinserted in a matter of seconds. 100 extra 3" x 5" loose sheets for memo writing in base.

You have your choice of black or walnut. With your name, slogan or sales message imprinted, the "Autopoint" Index is a constant reminder. Retails at \$4.00. Mail coupon for catalog and quantity prices.

AUTOPPOINT COMPANY

Dept. N-4, 1801 Foster Ave.
Chicago 40, Ill.

Precision-Built by the Makers of "Autopoint" Pencils
"Autopoint" is a trademark of Autopoint Company



Autopoint Company
Dept. N-4, 1801 Foster Ave., Chicago 40, Ill.

Please send catalog and quantity prices on "Autopoint" INDEX and other "Autopoint" business gifts.

Have salesman call.

Name.....

Company Name.....

Street Address.....

City..... State.....

SCIENCE

of the plates, it would simply join the magnetic particles in the oil.

Rabinow built one of his first magnetic fluid clutches, along with a magnetic fluid brake, into a small model bus which rolls around the Bureau of Standards floor under remote control. The bureau believes larger clutches can serve with the heaviest machinery, such as cranes, bulldozers, and printing presses, and that they are "especially attractive" for automatic transmissions in the new automobiles.

Mission Ptarmigan

Newspapers of May 10, 1926, gave top headlines to the achievement: Man had finally flown over the North Pole. The fliers were Richard E. Byrd, then a retired lieutenant commander, and the late Floyd Bennett.

What made a sensation in 1926 is now the routine, repetitive task of five unsung crews of the Air Force's 375th Reconnaissance Squadron (Very Long Range) Weather, flying B-29s from the middle of Alaska. Since March 17, 1947, this squadron has completed 56 "Ptarmigan" missions beyond the 80th parallel of latitude, 50 of which actually reached the North Pole.

At Ladd Field last week, Harold Lavine of NEWSWEEK sat in on the briefing of a crew about to take off for the bleak wastes where all the meridians on the map converge into a theoretical point. Polar flying, he found, is still a frigid, dreary, and difficult task. Simply finding one's way at the top of the world, where magnetic compasses are no help, is so nerve-racking that each plane carries three navigators. Yet this is just one of the problems the Air Force must face, should it be called on to carry bombs along those easily drawn

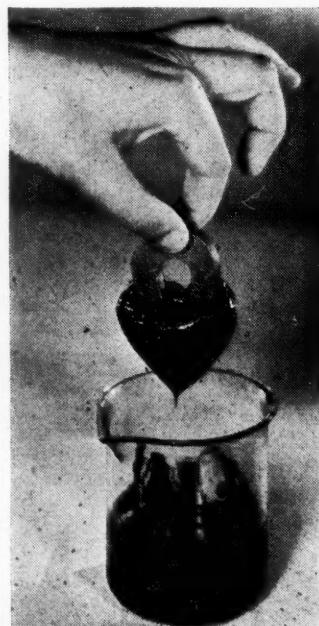
Foolproof Clutch

One of the hardest things for the novice automobile driver to learn is how to use the clutch. Let it in too fast and the car will lurch or the engine will stall. "Ride" it too much and the clutch plates will wear out from slipping friction. Similar difficulties apply to all sorts of industrial machines and instruments—wherever power needs to be applied gradually from a driving motor to a driven part. Last week the National Bureau of Standards offered an answer: a "magnetic fluid clutch" which may permit smoother starts and less wear in a variety of applications.

The invention resulted from a project for the Army. Jacob Rabinow, 38-year-old, \$7,000-a-year chief of the bureau's Ordnance Mechanics Section, wanted a quicker, smoother way of starting and stopping the whirling cogs in a high-speed computing machine. He hit upon a simple device: a driving shaft with a plate at its end, faced by a similar plate on the driven shaft, the two plates being separated by oil containing millions of tiny iron particles.

Solid Freeze: Unlike the ordinary "dry friction" automobile clutch, the two plates never touch each other. Instead, the clutch is engaged by turning on an electric current that lines up the tiny iron particles into chains, just as iron filings form around a magnet. This "freezes" the plates together solidly as long as the electricity is on; turn it off and the plates rotate freely.

A leading feature is that the degree of slip can be regulated exactly by the amount of electric current. And since the solid surfaces never rub, there is no apparent reason for wear—but if by any chance some metal should be worn off one



Magnetized oil is the secret of a new clutch for cars and machinery

straight lines that on "air-age" maps point so directly from American bases to Soviet targets.

Black and White: Traversing the Arctic air, the fliers encounter strange freaks of vision. During the long winters they depend entirely on starlight; if the stars are not visible, they might as well be flying around in a bottle of ink. But the 24-hour daylight of summer brings its own problem of "whiteouts," when sky and ice blend so perfectly that there is no horizon and all flying must be done by instruments.

The plane's radio operator is the crew's life-line link with civilization. Yet radio behaves unpredictably around the North Pole. Sometimes the operator cannot reach the Alaska weather station but must send his message all the way back to Andrews Field in Maryland for relay back to the north.

The radar man is at his scope continuously; he must watch for freakish reflections that would fool the inexperienced. Echoes from ice ridges often show up as false coastlines; coastlines are covered with such smooth snow that their returns may look like open water.

Yet the radar operator has a key job. By focusing on the signal from a crack in the ice, he can get the only indication of how much the plane drifts with prevailing winds. One of the operators compared his job to "watching a game of table tennis for fifteen hours."

No traffic sign marks the North Pole. It is a flat expanse of ice, interspersed in summer with wide leads of open water. In its vicinity the fliers may see the dawn two or three times on the same day as they play peek-a-boo with the sunny side of the earth.

Besides learning the potentially useful military art of polar navigation, the Ptarmigan crews are doing a weather-observation job that would require 24 stations on the ground. The data they bring in have immediate value in weather forecasting for Alaska, Canada, and the Pacific Coast and will eventually serve in long-range global predictions. The flights are also revising the Arctic maps; some islands have been found as much as 20 miles off.

Mapping Magnetism: Most baffling mystery is that of the north magnetic pole. Theories about it have been repeatedly changed. First it was supposed to be a single place; then observers conjectured that there were either three poles or a single one that shifted rapidly within the general area of Prince of Wales Island, more than 1,000 miles from the geographical North Pole. Now fliers have come to believe that instead of a magnetic pole there is a magnetic field shaped like a narrow ellipse 300 miles long. So the compasses carried in the polar planes help map the earth's magnetism, but the planes cannot yet use that magnetism to find their own way.



Everybody Laughed About "Fort Blunder"

It added to the gaiety of nations more than a century and a quarter ago when the United States built "Fort Blunder," across Lake Champlain from the northwestern corner of Vermont. When half completed, at a cost of a quarter million dollars, the discovery was made that, due to a surveyor's error, the big stone fort had been begun in Canada. For 25 years it stood abandoned on foreign soil. It took a lot of diplomacy and a special treaty — virtually a gift from Queen Victoria — to bring the fort back into the United States. It was completed at a cost of \$600,000 but never garrisoned and is now demolished.

THE LESSON OF THE MISPLACED FORT

In planning your estate for complete family protection, survey the ground thoroughly so as not to misplace your insurance coverage. Examine the advantages of mutual low-cost life insurance protection in National Life of Vermont — which returns to policyholders all income in excess of cost of doing business and maintaining adequate surplus. Let a trained National Life underwriter survey your five basic insurance needs. Leave your family with the feeling "he thought of everything . . . he misplaced nothing."

"See your National Life underwriter at least once a year"

NATIONAL LIFE Insurance Company

HOME OFFICE—MONTPELIER

VERMONT

SOLID AS THE GRANITE HILLS OF VERMONT

FOUNDED 1850 · A MUTUAL COMPANY · OWNED BY ITS POLICYHOLDERS

Death at the Mike

It was natural enough for Mr. and Mrs. Albert Victor Adams to be interviewed over the air on April 6. The Ringling Bros. and Barnum & Bailey Circus was opening in New York next day, and as Albertino and Lulu, the world's only husband-and-wife clown team, the Adamses were returning after a nine-year absence.

At 6:05 p.m. EST last Tuesday, WJZ newscaster Joe Hasel swung into his ad-libbed spiel with Lulu. In two minutes she sketched the pair's twenty-year career as British music-hall favorites. Lulu said she was a "fashionable" clown down to her white satin costume, white curly wig, and good red nose. "Albertino," Lulu added, "he's the August [stooge]. He's always clowning. Aren't you, dear?"

Albertino moved up to the mike, grimaced, mumbled: "Yes, I am," then clasped a hand to his heart and slid to the floor. Even Lulu thought it was a stunt—for a minute. But Albertino didn't get up. While the ten-minute sports show hastily switched to recorded music, Albertino was pronounced dead, the first person ever to die at a microphone.

Broadway by Television

With all the hoopla of a Broadway opening, television last week moved in on "Mister Roberts." This was the first in a series called Tonight on Broadway (CBS, Tuesday, 7-7:30 p.m. EST), which aims to bring televiewers about a dollar's worth of the usual \$4.80 shows.

Cooked up by Martin Gosch, ex-Variety reporter, actor, writer, and producer, Tonight on Broadway gave viewers two glimpses of "Mister Roberts" and personal introductions to its star, Henry Fonda, and the other men behind New York's biggest hit (NEWSWEEK, March 1). It was just enough to pique the curiosity of anybody



Newsweek—Ed Wergelles

Lulu went on alone

who hadn't seen the show. And this première program added up as a definite boost to both stage and video.

On Stage: Where radio can take a backstage peek with almost no trouble, the same stunt on television assumes all the proportions of a moving day. Early in the morning of April 6 a full-sized television crew moved into the Alvin Theater on 52nd Street. To all the stage and lighting machinery, the technicians added more equipment. On stage they hid no less

than ten mikes in the superstructure of the S. S. Reluctant; off stage they set up one camera. From a portable monitor board they strung cables to a rooftop transmitter, as well as down into the orchestra, where they scattered three more cameras and an audio board along the empty seats.

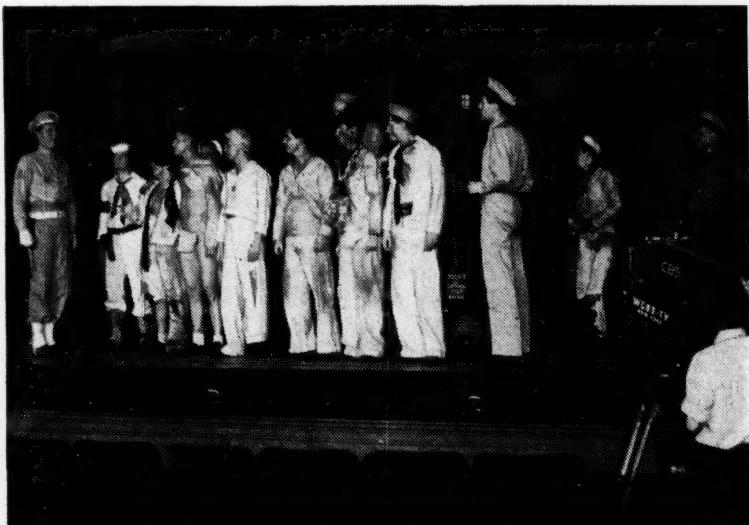
Besides all this, putting "Mister Roberts" on video screens required an all-day rehearsal with 27 of the 28-man and one-girl cast, twelve television technicians, part of the stage crew, the directors, the assistant directors, and assistant assistants, not to mention the show's producer, Leland Hayward, co-author Thomas Heggen, and designer Jo Mielziner.

For the cast a real problem was the earthy language of "Mister Roberts." With more than a little difficulty the actors generally remembered to say "guy" for "bastard" and to tone down the profanity. Whatever else was said in Gosch's interviews with the production staff and cast was television's version of ad lib written out by Robert Sylvester and not too carefully memorized.

In the Audience: Altogether Tonight on Broadway's first production cost the sponsor, Lucky Strike cigarettes, about \$7,000. For this there was an audience of televiewers in Washington, Baltimore, Philadelphia, New York, and, by special cable, a select few in Boston.

With standees aisle-deep, "Mister Roberts" needed no video boost. But producers were watching with interest to see what the Tonight on Broadway treatment would do for this week's "The Heiress," whose box office is in need of a hypo.

As for Tonight on Broadway's future, whether the series has more than a three-week run on video screens depends on continued favorable reaction. Whatever the outcome, and amateurish as were some of its opening-night moments, the première performance nevertheless was television living up to one of its many promises.



Televising "Mister Roberts" took twelve technicians and plenty of extra equipment



Know-how makes them Better!



GRANDFATHER'S CLOCK was born in the same tradition of craftsmanship which created Kelly Tires. It's the tradition which demands *perfection of design . . . highest quality materials . . . painstaking workmanship* in every detail. And that's the tradition followed for 54 years by Kelly craftsmen.



THE NEW KELLY is the natural result of this tire-building "know-how." Its super-strong cord body is insulated and cushioned against shock with plenty of real, live rubber. And its Armorubber tread is so tough it can actually outwear steel. Depend on your Kelly Dealer for real tire-service "know-how."

PROVED AND
IMPROVED
FOR
54 YEARS—

KELLY
Springfield
TIRES

Best Kelly
Yet!



THE KELLY-SPRINGFIELD TIRE COMPANY, CUMBERLAND, MARYLAND

Bermuda

by

"SUNSET SPEEDBIRD"

- **LEAVE New York at 6:30 p.m.**
... after your day's work
is done.
- **DINE in comfort on the way**
... with attentive British
stewards to serve you.
- **ARRIVE in these Islands of**
old-world charm — after less
than three hours in the air.
- **WAKE UP next morning . . .**
with the whole day yours for
all the fun Bermuda offers.

*Dinner is complimentary.
Bar service during flight.*

**"SUNSET SPEEDBIRDS"
LEAVE NEW YORK**

6:30 P.M. (E.D.T.) TUES., THURS., FRI. and SUN.
(Also two-way Baltimore-Bermuda Service every
Monday, Wednesday and Saturday).
All fast, "pressurized" Constellations . . . there
is no quicker Service to the Islands.

\$70.00 One Way \$126.00 Round Trip
plus 15% Federal Tax

Information and reservations at BOAC offices in
New York, Baltimore, Washington, D.C., Chicago,
Los Angeles, Montreal and Toronto; or see your
Local Travel Agent.



BRITISH OVERSEAS AIRWAYS CORPORATION

PM Bidder

Marshall Field's PM, living from week to week since March 26, got its second reprieve last week, and staffers anxiously awaited the verdict from the likeliest prospective buyer yet to dicker for the New York tabloid.

He is Bartley Crum, 47-year-old liberal Republican lawyer of San Francisco, author ("Behind the Silken Curtain"), and one-time attorney in the West for William Randolph Hearst's papers. Crum came quietly into the picture at the suggestion of a New York newspaperman friend (not on PM), shortly after Field's first projected deal with Clinton D. McKinnon of San Diego, Calif., fell through (NEWSWEEK, March 22).

Crum had until April 16—PM's latest doomsday—to make up his mind. As possible buyer, he came closest yet to the specifications Field had laid down. PM's new owner, Field said, must be a "decent fellow," neither tory nor left, and should come into the paper with at least \$1,000,000 capital. Crum backed the late Wendell Willkie in 1940 and again in 1944 until Willkie bowed out of the picture. Then Crum switched to Franklin D. Roosevelt.

The biggest stumbling block to selling PM is its weekly loss of \$10,000 to \$15,000. "That means," said Crum in San Francisco, "a buyer must provide enough capital to finance a losing venture for three or four years." If he bought the paper, Crum expected to deal with the Guild, though not with the largesse of a Field. On the other hand, he would not insist on the drastic downscaling in job security and other standards on which McKinnon's deal founders.

Crum wasn't the only prospect whose talks with Louis Weiss, Field's attorney, resulted in a second stay of execution for PM. Among other prospects were Leonard V. Finder, publisher of The Manchester (N.H.) Evening Leader and one of the original boosters of Dwight D. Eisenhower for President; and J. David Stern, once publisher of The New York Post, more recently publisher of the late Philadelphia Record, which, with his Camden, N.J., papers, he sold out from under striking Guildsmen in January 1947.

Whether another reprieve might be necessary, Weiss would not say. Meanwhile PM's staffers sweated it out and hoped.

Ollie of El Paso

In the society editor's office of The El Paso (Texas) Times, the trim and matronly Ollie P. Lansden looked up from her typewriter at the fidgeting young girl who stood by her desk.

"Yes, dear?" Mrs. Lansden said.

"Mother told me to come and see you," the girl replied. "She said she promised you when she was married 22 years ago

to save her daughter's wedding announcement for you."

"Oh yes, dear," Mrs. Lansden cooed. "You're Edith Morrill's daughter. Of course, dear. Now tell me all about your wedding plans."

Over the past ten years such interviews have been reenacted in Ollie Lansden's office hundreds of times. Last week Mrs. Lansden started her 33rd year of society reporting by extracting from a young mother she had known all her life the promise of a scoop on the wedding announcement of her newborn daughter. If Ollie is still around then, nobody in El Paso doubted she'd get the beat.

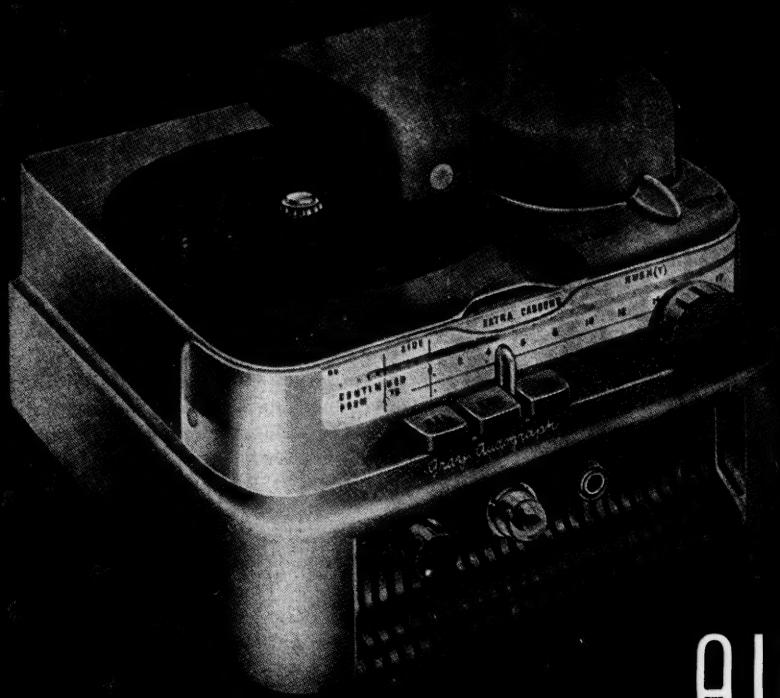
Love and Leaves: Ollie's rise to her suede-gloved, iron-fisted rule over the borderland's upper crust began back in 1916, when she went to work for the old



Queen Ollie in the composing room

El Paso Herald. Within a few months she became society editor, and it was then that she started exacting pledges of beats on the course of true love to come. In 1931, when Scripps-Howard's Post married The Herald, Ollie, in a huff, led several Herald old-timers over to The Times. Since then, The Herald-Post has been lucky to get any break on wedding announcements or other news of the chi-chi set.

Ollie's prose isn't anything to send a literary mind. But it is worth its weight in newsprint to The Times, which credits much of its growth from 15,000 to 40,000 circulation since 1916 to Ollie's presence on the staff. The Herald-Post (circulation 29,000) meanwhile has watched The Times roll past it and long since has given up scolding its numerous society editors for being scooped by Ollie. The



AUDOGRAPH

Electronic

SOUNDWRITER

AS SIMPLE TO OPERATE AS TUNING YOUR RADIO



IMAGINE a dictating machine so simple to operate that its response seems almost human, its performance far beyond expectations. Embodying important new electronic sound-writing principles, the AUDOGRAPH operates entirely by effortless *fingertip control*.

NEW EASE OF OPERATION

For example, if you wish to play back any part of your dictation you simply "tune in" with the Selector Dial — as simply as tuning your radio — that's all! No recording

or phonograph arms to manipulate. All of the other AUDOGRAPH controls are just as advanced.

VERSATILE FLEXOGRAPH DISCS
The new AUDOGRAPH records on permanent, paper-thin plastic discs costing but a few pennies, which can be immediately transcribed, mailed like a letter, or filed for future reference. Ruggedly compact and portable, the AUDOGRAPH weighs $2\frac{1}{2}$ pounds less than a portable typewriter; requires less

space than a letterhead on your desk.

THE AUDOGRAPH STORY

Before buying any dictating machine, be sure to check the story of the AUDOGRAPH — with its special combination of features for achieving effective sound-writing results. While you think of it, why not ask your secretary to write for the free booklet?

PLEASE TELL ME MORE!

A PRODUCT OF
THE GRAY MANUFACTURING COMPANY

W. E. DITMARS, President • 16 ARBOR ST. • HARTFORD, CONNECTICUT

Originators of the Pay Station Telephone and Makers of Communications Equipment since 1891

NAME & TITLE _____

BUSINESS ADDRESS _____

NW-3

Phone AUDOGRAPH your city for demonstration.
Foreign Distribution, Westrex Corporation—
(Western Electric Export Corporation)

Everybody's Pointing To Hotpoint

My Hotpoint Dishwasher
is a perfect servant...it
has never failed me!



Mrs. Sanborn Vincent
241 Highland Ave.
Winchester, Mass.

"We have enjoyed such completely reliable service from our Hotpoint Electric Dishwasher that I have come to regard it as our most indispensable convenience. It not only saves time and unpleasant work, but it gets dishes, silver, pots and pans cleaner, quicker—and eliminates unsanitary dishcloths and towels. It's a perfect servant and has never failed me." — Mrs. Sanborn Vincent

1. Saves Countless Hours

• Completely automatic—the Hotpoint Electric Dishwasher washes, rinses, dries dishes . . . shuts itself off! Just push a button . . . no watching!

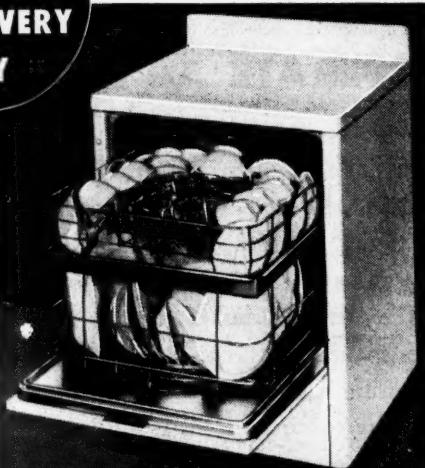
2. Guards Family Health

• Hotter water washes dishes, silver, pots and pans hygienically clean. No messy dishcloths, unsanitary towels.

3. Ends Costly Breakage

• There's no tumbling or turning of dishes in a Hotpoint Dishwasher. Racks hold 58 dishes—full service for six—plus silverware.

SAVES
AT LEAST AN
HOUR EVERY
DAY



THE ONLY DISHWASHER
THAT DRIES ELECTRICALLY

Copr. 1948, Hotpoint Inc., Chicago, Ill.

*Reg. U.S. Pat. Off.

Hotpoint
HOTPOINT INC. A GENERAL ELECTRIC AFFILIATE

Dishwashers

MARK OF THE MODERN KITCHEN

THE PRESS

United Nations may fold, Czechoslovakia may be taken over by the Communists, and Kerry Drake may trap Highbrow, but women in El Paso and for miles around turn first each day to such guff as this in Ollie's "Around Town" column:

"Mrs. E. S. Powers was wearing a lovely gown of black crepe having a blue bodice which sparkled with gold decor." "A crackling log fire burned in the wide fireplace and bowls and jars of fragrant spring flowers were used in decoration." "Mrs. MacIntosh Murchison was lovely in a ballerina frock of emerald green."

Round the Clock: Ollie is a member of the El Paso Newspaper Guild, but she rarely observes Guild hours. Promptly at 10 each morning she shows up on the job to whip together her column and the accounts of shows, teas, marriages, club meetings, etc., that make up the rest of her page. Afternoons and evenings she makes the rounds of El Paso's social life. At midnight she goes back to the office, reads and corrects proofs for her department, "darlings" and "dears" late-trick men of The Times, and finally saunters off to her room in a downtown hotel. On Saturdays the routine differs. She saves most of her big wedding announcements for the Sunday edition, shows up in the composing room at 5:30 p.m., and bosses her pages from galley proof through to press plates.

In and out of the shop, Ollie is a queen who brooks no lèse-majesté. If her space is cut ("stolen" is her word) for other news, she sears Editor W. J. Hooten and Publisher Dorrance D. Roderick with a blast of cuss words that matches the bluest profanity of a Texas cowhand. More than one Times editor has wanted to fire her, but could not. A petite plump widow, Ollie never lacks male escorts to parties, concerts, and what not, never has to tell her age because no one risks asking her (but she has a son in his 40s) and queens it over society women with many times her income of about \$100 a week.

When Ollie blue-tinted her fast-graying hair a few years ago, dozens of clubwomen followed suit. When El Paso's big shots name the queen of the annual New Year's Sun Carnival, it's a 2-1 bet that Ollie has OK'd the choice. When Ollie's doctor says she needs a rest, she takes indefinite leaves with pay, but other staffers are limited to from one to three weeks. Last week, as Ollie had done each year in the past, she looked forward to her annual jaunt to the Kentucky Derby. It was far from her El Paso society beat, but no one would oppose her going. No one dared to.

Voters vs. the Experts

The New York World-Telegram said sourly: "We suspect political observers devote too much of their time talking with each other, and too little talking with voters."

The World-Telegram wasn't the only

Ladies' Home JOURNAL

The Magazine Women Believe In



April, 1948—25c

NOTE TO ADVERTISERS:

Nearly a MILLION MORE women will buy this issue of the Journal than of any other magazine*. This is compelling evidence of women's keener interest in a magazine edited especially for them. It dramatizes, too, women's greater appreciation of the influential, useful purpose the Journal serves in their lives.

*Monthly OR weekly, with audited circulation.

C&H HY

AMERICAN-MARIETTA IS A GREAT NAME IN PAINT MAKING

A great name does not happen by chance. It is earned. And American-Marietta earned *its* reputation by setting its sights high. American-Marietta makes fine paints today . . . and will make still finer paints tomorrow. In the laboratory, and in the field, research experts of eleven American-Marietta paint divisions are seeking constantly to develop new and better paint products. Thousands of successful applications throughout the nation have earned and insure American-Marietta its most prized possession . . . *a great name in paint making.*



AMERICAN-MARIETTA COMPANY GENERAL OFFICES: 43 EAST OHIO STREET, CHICAGO 11, ILLINOIS

Paint Divisions

MARIETTA PAINT & COLOR CO.
Marietta, Ohio

FERBERT-SCHORNDORFER CO.
Cleveland, Ohio

SEWALL PAINT & VARNISH CO.
Kansas City, Mo.

OTTAWA PAINT WORKS, LTD.
Ottawa, Montreal, Toronto, Can.

MARIETTA PAINT & COLOR CO.
High Point, N. C.

SCHORN PAINT MFG. CO.
Seattle, Washington

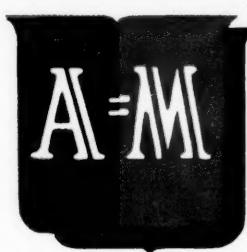
SEWALL PAINT & VARNISH CO.
Dallas, Texas

CHARLES R. LONG, JR. CO.
Louisville, Kentucky

LEON FINCH, LTD.
Los Angeles, Calif.

BERRY BROTHERS, INC.
Detroit, Mich.

BERRY BROTHERS, INC.
Walkerville, Windsor, Ontario, Can.



A GREAT NAME IN PAINT MAKING

STASSEN LEADS VI

Journal American LATEST NEWS
DAILY, 5 CENTS SATURDAY, 10 CENTS SUNDAY, 10 CENTS
No. 21,977-DAILY WEDNESDAY, APRIL 7, 1948

paper with reason to feel grumpy about its recent political experting. As on the rest of the big New York dailies, dopesters on The World-Telegram had gone askew on the victory of Rep. Leo Isacson, American Labor party candidate whom Henry Wallace successfully backed in last February's special election in the Bronx.

Sour Seers: This week, as Nebraska Republicans chose their Presidential favorite, virtually everyone but the voters had reason to keep his fingers crossed. Certainly the press's political experts should, for last week they took a worse shellacking than Harold E. Stassen and the voters dealt Gen. Douglas MacArthur and Thomas E. Dewey in Wisconsin's GOP primary.

To cover the Wisconsin primary, out-of-state papers had sent some three dozen top-notch political seers. Seldom have so many experts gone so haywire. Their prose produced a plethora of election-eve headlines like The New York Times's "Wisconsin Votes in Primary Today with MacArthur Heavily Favored." True, the visiting sages didn't say so on their own, and they carefully cited their sources, but obviously they tapped all the pipelines except the ones leading to the mind of the electorate.* Only a few, notably Ira B. McCarty of The Kansas City Star, Edward Kernan of The Cleveland Plain Dealer, and Arthur Sylvester of The Newark Evening News, were smart enough not to leave their papers out on a limb. In fact, Sylvester called the result.

No, Mr. Hearst: Of course, none was Hearst higher by his own petard than William Randolph Hearst himself. Weeks ago he decided on MacArthur for the Presidency. Since then, his papers have blazed like enlistment posters with pictures of the general. The usual assortment of type-worn civic leaders, veterans, housewives, clergymen, businessmen, et al., always on the phone list of Hearst rewrite men, came through with the usual endorsements.

Hearst also strip-mined Hollywood for a series of canned interviews: "Why I'm for MacArthur." Such faded and forgotten luminaries as Fifi D'Orsay, Claire



MacArthur: Still in Hearst's picture

Windsor, Norman Kerry, Marion Davies, and others acclaimed MacArthur as "man of the hour," "savior of our country," "greatest man since George Washington." Shirley Temple did her bit too: "If [she] were old enough to vote, General MacArthur would be her choice." Hearst predates, canned a month before the Wisconsin primary, predicted a MacArthur sweep and went out as musts to editors of the chain.

From Wisconsin Sylvester wrote: "Pravda or Izvestia in Moscow has never gone out for the party line . . . more completely than [Hearst's] Milwaukee Sentinel did for MacArthur."

But if Stassen's victory over MacArthur and Dewey, in that order, abashed the rest of the press, it didn't faze Hearst. The day after the vote his papers headlined the Stassen victory but ran alongside the story a nearly page-deep, two-column picture of MacArthur in uniform. Hours before MacArthur said so, Hearst's captions proclaimed: "Still in the race."

Nov. 30, 1918—(Delayed)—

In Montreal last week, The Montreal Standard received from Newfoundland a letter dated Nov. 30, 1918, and requesting a subscription. The Montreal Post Office explained it had mislaid the letter and added: "We hope no inconvenience was caused by the delay."

The Fastest Dirt Track
Motorcycle Travels 1
Kilometer In 19.3 Seconds...
But In Only



TWO SECONDS

Bayer Aspirin
Is Ready To Go
To Work!



Glass Of Water Test Shows
Why Bayer Aspirin Brings
Fast Pain Relief!



There's nothing more important to you than fast relief when you have an ordinary headache—or are suffering from the pains of neuritis or neuralgia. And fast relief—amazingly fast relief—is what Bayer Aspirin gives you.

Just drop a Bayer Aspirin tablet in a glass of water . . . "clock" its disintegrating speed...and you'll see why. For you'll see that it starts to disintegrate within *two seconds*—actually is ready to go to work almost instantly!

In addition, its remarkable effective-

ness and wonderful gentleness are *also* important to you. And records show that Bayer Aspirin's single active ingredient is *so* effective doctors regularly prescribe it for pain relief . . . is *so* gentle to the system they have mothers give it even to small children.

Keep these points in mind whenever you buy something to ease pain. And don't forget—Bayer Aspirin's record of reliability . . . its record of use by millions of normal people, without ill effect—is matched by no other pain reliever. So ask for *Bayer Aspirin*—by name.

**TO RELIEVE NEURALGIC PAIN, TAKE GENUINE
BAYER ASPIRIN**

TRANSITION

Birthday: CHARLES EVANS HUGHES, former Chief Justice, who admittedly was "feeling his age"; his 86th, in Washington, April 11.

Engaged: SEN. CHARLES W. TOBEY of New Hampshire, 67, widower and father of four children and LORETTA C. RABENHORST, 53, divorcee and mother of three



Acme

Senator Tobey chooses a school marm

sions; in Washington, April 7. The mild-mannered, brown-eyed former drawing teacher confided: "You might not think it, but he is really a very romantic person."

Married: ROLAND YOUNG, 60, actor, and DOROTHY PATIENCE MAY, 40; each for the second time, in Jersey City, April 9.

► MARIA JERITZA, 60, soprano, and IRVING J. SEERY, umbrella-frame manufacturer; in New York, April 10.

Died: REP. ORVILLE ZIMMERMAN, 66, for fourteen years Democratic congressman from Missouri's "boot-heel" district; of a heart attack, in Washington, April 7.

► DR. THOMAS S. GATES, 75, who quit as Morgan and Drexel partner to serve without pay as president of the University of Pennsylvania from 1930 to 1944; at Osterville, Mass., April 8. His "Gates plan" to decommercialize college athletics abolished athletic scholarships.

► GEORGE LYDON CARPENTER, 75, the Salvation Army's general throughout the second world war; after an operation, in Sydney, Australia, April 9.

► ROBERT LEE WILLIAMS, 79, Oklahoma's first chief justice and third governor; in Sherman, Texas, April 10. "Fighting Bob" once shushed a lawyer who was expounding the state constitution by saying: "Yes, I know, I wrote it."

► MAY WALLACE, 80, mother of Henry A. Wallace, third party Presidential candidate; of bronchial pneumonia, in Des Moines, Iowa, April 12.

► DR. JOHN B. (JOCK) SUTHERLAND, 59, dentist-coach of the Pittsburgh Steelers, pro football team; after two operations for a brain tumor, in Pittsburgh, April 11.

Food for thought



for people with hungry minds

What kind of people prod the progress of America ever forward? They're people with hungry minds . . . men and women who want to know all about everything that affects their jobs, their daily lives, their futures, and their country. Thanks to their insistent demand, better and better products are born to give Americans the highest standard of living on earth!

For such people, mere news is not enough. They want to know what *makes* the news—and how it affects *them*. That's why so many millions of them—men and women—read THE AMERICAN MAGAZINE—hungrily. Each month it sits them down to a full meal of food for thought.

In the April issue, now on sale, they'll read why David Sarnoff—once a penniless immigrant and now head of RCA—believes that American democracy today offers its young men and women far wider opportunities than ever before. Another timely article, "New Homes for \$60 a Month," tells what one of America's leading builders is doing to beat the housing problem with up-to-the-minute homes at down-to-earth prices. Other authoritative articles, popular

features, and fine fiction complete the mental "menu." Yes, every issue of THE AMERICAN MAGAZINE—from cover to cover—is planned, written, and edited for people with hungry minds. It is *their* magazine as no other can be!



TO ADVERTISERS: People with hungry minds are the kind who also have the healthiest appetites for new and better products—and the means to satisfy those appetites. To advertisers who want to develop a multimillion quality market, the pages of The American Magazine offer unmatched values.

THE
American
MAGAZINE

FOR PEOPLE WITH HUNGRY MINDS

The Crowell-Collier Publishing Company, 250 Park Avenue, New York 17, N.Y., Publishers of The American Magazine, Collier's, and Woman's Home Companion

BUSINESS

THE ECONOMY:

1—Wall Street's View

Since the stock market took a nose dive in August 1946, each jiggle in stock prices has set off a fresh debate among traders on whether the major trend was up or down. Actually, the market itself had moved sidewise. For over a year and a half the Dow-Jones average of 30 industrial stocks—to the dismay of speculators who make money on ups and downs—had limited itself to a 24-point range—the high, 187; the low, 163.

Last week the stock market was trying to break out of the rut. Stock prices had been rising steadily since mid-March; daily trading was consistently exceeding the million-share level. The Dow-Jones railroad stock average had moved up from 48.90 to 55.27, breaking through to its highest level since August 1946. The industrial average, rising from 165.39 to 179.48, was still 7 points below its 1947 high. But if it climbed past this milepost, chart followers would claim proof of a new bull-market trend.

Analysts listed dozens of factors which had influenced the rise. Yet one thing was basic: There had been an important change in Wall Street's appraisal of the business outlook.

Trouble Hunters: Since the end of the war Wall Streeters had been looking for trouble. The 1946 break and the persistent low level of stock prices since then—despite record earnings and dividends—reflected more than anything else the persistent belief that at the end of the boom lay a serious bust.

But now a major rearmament program

was being piled on top of the long-range program of aid to Europe. At the least, it would provide a substantial cushion for the tapering boom, helping to prevent a serious bust; at the most, it might set off another spiral of rising prices and inflation. Such thoughts—for the moment at least—had pushed pessimists to the background.

The shift in Wall Street's thinking had brought fresh buying right across the board. But traders concentrated heavily on stocks most likely to benefit from new defense spending: aircraft, metals, oils, railroads, shipbuilding, and heavy industry. Traders who bought some of these issues at their lows a month or two back could already boast fat paper profits:

	1948 Low	Last week
American Smelting & Refining	46 3/4	59
Bath Iron Works	9 1/4	14 1/4
Borg-Warner	42 1/2	52 7/8
Central Railroad of N.J.	7 1/2	14 1/2
Curtiss-Wright	4 3/8	7
Denver & Rio Grande Western	14 1/4	23 3/8
Douglas Aircraft	47 1/2	62 1/2
Great Northern Railway	36 1/8	44
Kennecott Copper	42 1/4	54
New York Shipbuilding	14 1/8	19 3/8
Republic Aviation	6 3/4	10 1/8
St. Joseph Lead	39 3/4	53 3/4
Shell Union Oil	28 3/4	37
Skelly Oil	92 1/4	134

2—Industry's View

While Wall Street enjoyed a breath of optimism, industrialists were gloomy. To aircraft makers and shipbuilders—virtually shut down for lack of orders—the new defense program would be a godsend. But to most others it would mean disruption of normal business.

Events seemed to march with an ominous tread toward new regimentation and

controls over industry. The White House ordered a 30-day suspension of surplus war-plant and machine-tool sales until the possible need for them could be reassessed. The Council of Economic Advisers warned of new inflationary dangers and again urged the adoption of stand-by controls on prices, wages, credit, and materials. In business publications and confidential business "dope sheets" executives read predictions of the inflationary impact of government spending, the imminence of a new price spiral, rationing of materials, and curtailment of civilian production. Some wondered whether free enterprise could survive another inflation and another dose of controls.

Significance--

The threat of more inflation and new controls has been overstressed. There is danger of both, but they are by no means inevitable. It is entirely possible that a war program of the size now being discussed in Congress can be carried without critical strain on the civilian economy. This is particularly true if the postwar boom continues to taper off, as it now shows signs of doing.

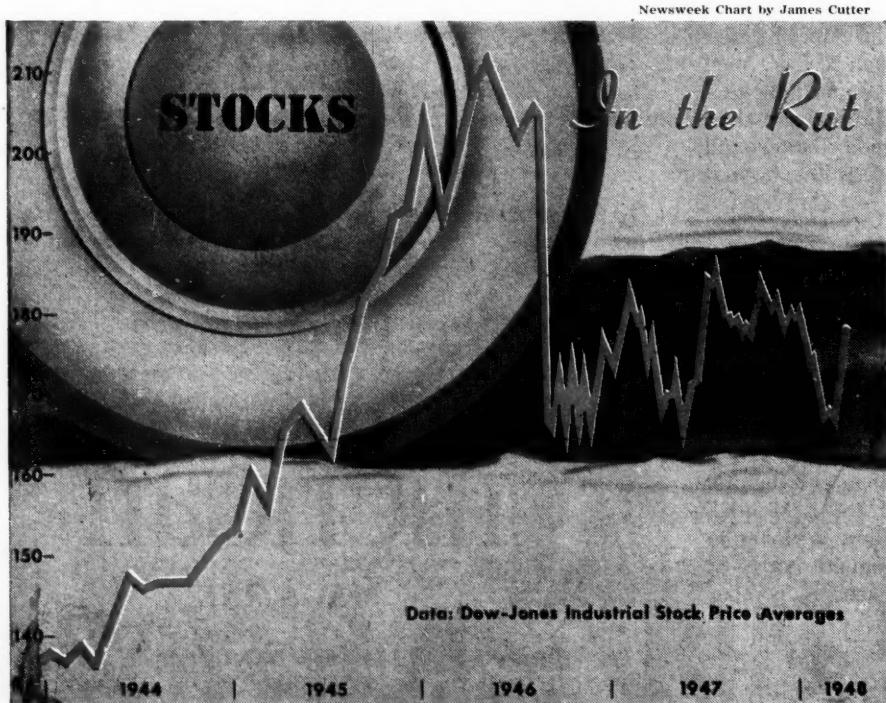
The inflation we have been going through was caused by two primary factors: a tremendous increase in the supply of money and a prolonged shortage of goods. There is good evidence that both these forces have almost expended themselves.

The comfortable piles of cash and securities with which most corporations ended the war have been largely spent in postwar expansion programs. Higher prices and wages have upped the working capital required to conduct a business. Today the need for new funds has become an acute business problem.

Consumers, too, have been stripped down. The Council of Economic Advisers reported last week that rising prices have dropped the consumer's purchasing power to the level of 1942. Since the turn of the year, money in circulation has finally begun to decline from its all-time peak. Customers no longer whip out fat wads of cash and sweep merchandise off the sales floor as fast as it appears. Retailers say people have become more cautious and value-conscious than at any time since the '30s. Penny-pinching housewives have forced meat prices down despite the meat workers' strike and smaller supplies. In department stores more home appliances are being sold on credit, few for cash; bargain basements are drawing the biggest crowds.

Most of the hot money which drove prices up came from government deficits. For five years, 1942 through 1946, the government spent an average of \$40,000,000,000 a year more than it collected in taxes. A large chunk of these funds was borrowed from banks. The net effect was virtually the same as printing new money and putting it into circulation.

Now the process has been reversed. In

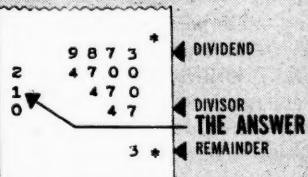




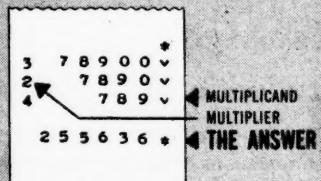
**Remington Rand's
PRINTING CALCULATOR
gives you
PRINTED FIGURE FACTS**



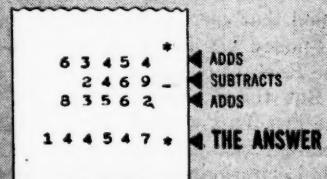
*divides automatically
and prints - $9873 \div 47$



multiplies electrically
and prints - 789×324



adds, subtracts
and prints



the PROOF
is on the TAPE!

Management needs proved figure facts on which to base important decisions. Inventory reports, profit percentages, cost estimates and the multitude of figure information necessary to run a business must be computed accurately. That's why Remington Rand's Printing Calculator serves every size business by eliminating incorrect computations and misleading reports . . . by saving valuable time ordinarily lost copying figures and re-calculating problems.

Your facts are right the first time when the Printing Calculator produces your figures. This machine never relies on assumptions . . . it automatically prints on the tape each factor and answer of every calculation. You never have to repeat a problem . . . the printed tape is your first-time proof of accuracy and a permanent record to which you can refer weeks or months later. Compact and simple to operate, the 10-key Printing Calculator gives you complete, rapid figuring service. It multiplies and divides automatically, adds and subtracts—and prints each factor.

Ask your Remington Rand representative for a demonstration, or write for further information to Remington Rand Inc., Adding-Bookkeeping-Calculating Machines Division, Department NE-4, 315 Fourth Avenue, New York 10, N. Y.

Remington Rand

MACHINES FOR MANAGEMENT

Ever watch a Miracle in the Making?



Watch a freight train pounding past and you'll see a miracle in the making—the miracle of American mass production.

For it is the mass transportation provided by freight trains which makes the miracle of mass production possible. Every day 20,000 of these workaday freights shuttle food, fuel, and raw materials to and from the four corners of the country. From the nation's industrial plants they fan out all over America carrying a sparkling variety of goods.

The job these freight trains do staggers the imagination. They carry a traffic equivalent to moving more than a million tons of freight a mile every minute of the day and night.

In doing this, the railroads today are paying wages and prices for the things they buy which average 75 per cent higher than before the war...while the average pay they get for hauling a ton of freight one mile has gone up less than half that much.

So the next time you see a freight train pounding past, remember that to keep on providing the low-cost mass transportation on which the miracle of American mass production depends, railroads must be allowed to earn enough to keep their plant and equipment abreast of the needs of the nation.

ASSOCIATION OF
AMERICAN
RAILROADS
WASHINGTON 6, D.C.

BUSINESS

the fiscal year ending this June 30 the government will have collected between \$7,500,000,000 and \$8,500,000,000 more in taxes than it has spent. This surplus is just as deflationary in its effect as pulling money out of circulation and burning it.

What few have yet realized is that even new defense spending—unless it goes drastically above the figures now being discussed—will not make government spending exceed its tax receipts. Despite the reduction in taxes, the government will take away from the public in taxes next year just about as much as it proposes to spend. At worst there will probably be a small deficit. This means that for the next year at least the effect of government monetary policies will not be inflationary. It will merely shift from deflationary to neutral.

The principal danger of more inflation for the near future is shortages of goods. But stocks of most consumer goods, with the exception of automobiles and a few major appliances, have been built back to nearly normal levels. The projected defense program should not cut civilian production too drastically; in many lines it is already beginning to taper anyway as consumer shortages and dealers' stocks are filled.

Another danger is third-round wage increases. But weakening demand in many markets will naturally cause manufacturers to think twice before passing such extra wage costs to the consumer.

If business continues at present levels, many materials—particularly metals like steel, aluminum, and copper—will be short. Priorities may be needed to build up emergency stockpiles and meet defense requirements. It all depends on whether—and how soon—the widely predicted post-boom letdown develops. By the time the defense expenditures build up to significant volume, which is still many months in the future, there may be considerable slack to absorb the load.

PERSONNEL:

Prudential and the Ladies

For 77 years the mammoth Prudential Insurance Co. of America had steadfastly maintained that a married woman's place—except for wartime emergencies—was in the home.

The "Pru" hired no married women; when a girl employe married, it was understood that she had to leave the company. Its policy was as firm as its famed symbol, the Rock of Gibraltar.

But times were changing and so was the Pru. Last week F. Bruce Gerhard, 56-year-old vice president in charge of office administration, announced he had made a careful reexamination of the married-women question. Heretical as it seemed, his findings were: married women are (1) just as efficient and (2) just as reliable and regular in attendance as their unmarried



European

The Hot Hand: A new gadget to bolster the incomes of beauty-shop operators is a pair of electric mittens for hand treatment.

ried sisters. Accordingly, Prudential had decided to junk its time-honored ban on working wives.

The Last 10 Per Cent: It might take some time for the wives to infiltrate Prudential in numbers, but the possibilities were tremendous. The huge insurance firm (it is the country's second biggest) employs 42,000 persons in 500-odd offices across the United States and Canada. Of these 12,800 are women.

By its capitulation, Prudential was helping complete the rout of a once-universal business prejudice—that married women should not be permitted to jeopardize the workingman's bread and butter. The first world war shook the taboo; the second world war toppled it to the ground. In 1939 a National Industrial Conference Board survey found that only about 25 per cent of business firms still fired women who got married. Last week another NICB survey showed that only 10.8 per cent of the firms reporting had restrictions on hiring married women; only 5.6 per cent discharged employees for getting married.

NOTES:

Trends and Changes

Hotels: Hotel business in the Chicago Loop fell below the break-even point last month, the Greater Chicago Hotel Association estimated. Occupancy was less than 82 per cent, the lowest in more than a year.

Airline: Northwest Airlines spent \$8,000 in the first two weeks of its plan



with Merchant Calculators

The only American-made calculator providing dial proof of all three factors—notably the keyboard factor—Merchant offers this outstanding advantage together with three other exclusive features to safeguard your figure-work against operational errors.

In addition to having greater accuracy control, Merchant is easier to learn and operate and is unsurpassed in silent speed.

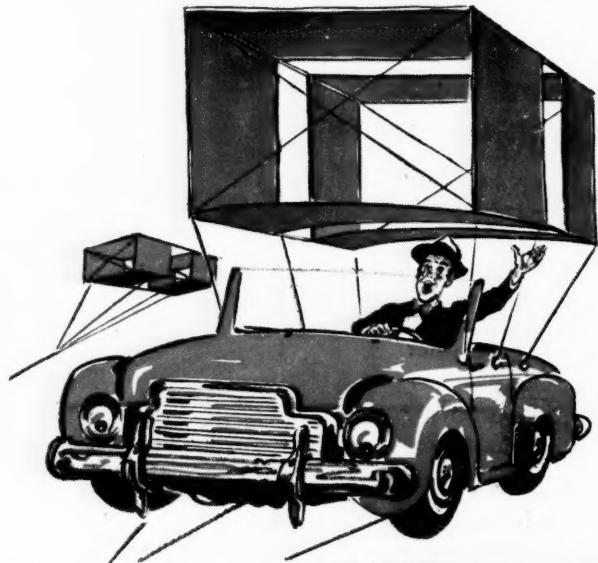


★ MARCHANT CALCULATORS

AUTOMATIC SILENT-SPEED



If your car feels like this... it's time for
MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

"Rough riding" is past history when you get *Marfak* Chassis Lubrication. *Marfak* is tough—lasts 1,000 miles and more. Resists shock, wash-out, squeeze-out. You can tell *Marfak* is on the job by that "cushiony" riding ease you enjoy from one lube job to another! Applied by chart, never by chance. Ask your nearby Texaco Dealer, the best friend your car ever had, for *Marfak* Lubrication.



THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Tune in: TEXACO STAR THEATER every Wednesday night featuring Gordon MacRae, Alan Young, Evelyn Knight. See newspaper for time and station.

70

BUSINESS

to refund 5 per cent of the fares to passengers arriving at their destinations more than half an hour late. Less than one passenger in twenty was entitled to a refund.

Railroads: President Truman signed the Reed-Mahaffie bill which permits railroads in financial difficulties to work out voluntary reorganizations under the supervision of the Interstate Commerce Commission. Until now the railroads have had to reorganize in bankruptcy courts. More than twenty railroads stand to benefit under the new law.

Wheat: The Department of Agriculture forecast a billion-bushel wheat crop in 1948, for the fifth year in a row. It would still fall about 17 per cent short of last year's record crop.

Mail: The Civil Aeronautics Board awarded the five largest domestic airlines a \$5,271,000 yearly air-mail pay boost—roughly a one-third increase. It will bring their air-mail fees to an average of 64½ cents a ton-mile.

Stock Exchange: Picketing of the New York Stock and Curb Exchanges by seamen and the United Financial Employees continued last week and spread to four brokerage houses, but markets functioned as usual. Emil Schram, president of the Stock Exchange, said the strike had led to cost cutting and more efficient procedures which would be made permanent, with a "considerable" reduction in staff.

Engine: The Oldsmobile Division of General Motors named Marvin L. Katke superintendent of a Kettering engine plant in Lansing. It will build GM's new gas-saving high-compression engine. Compression ratio of the engine will be increased as the necessary higher-octane gas becomes available.

Taxes: The Federation of Tax Administrators reported that state-sales-tax collections reached a record \$1,315,096,000 last year. These taxes have doubled in the last five years, and now account for more than one-fifth of all state-tax collections.

PROMOTION:

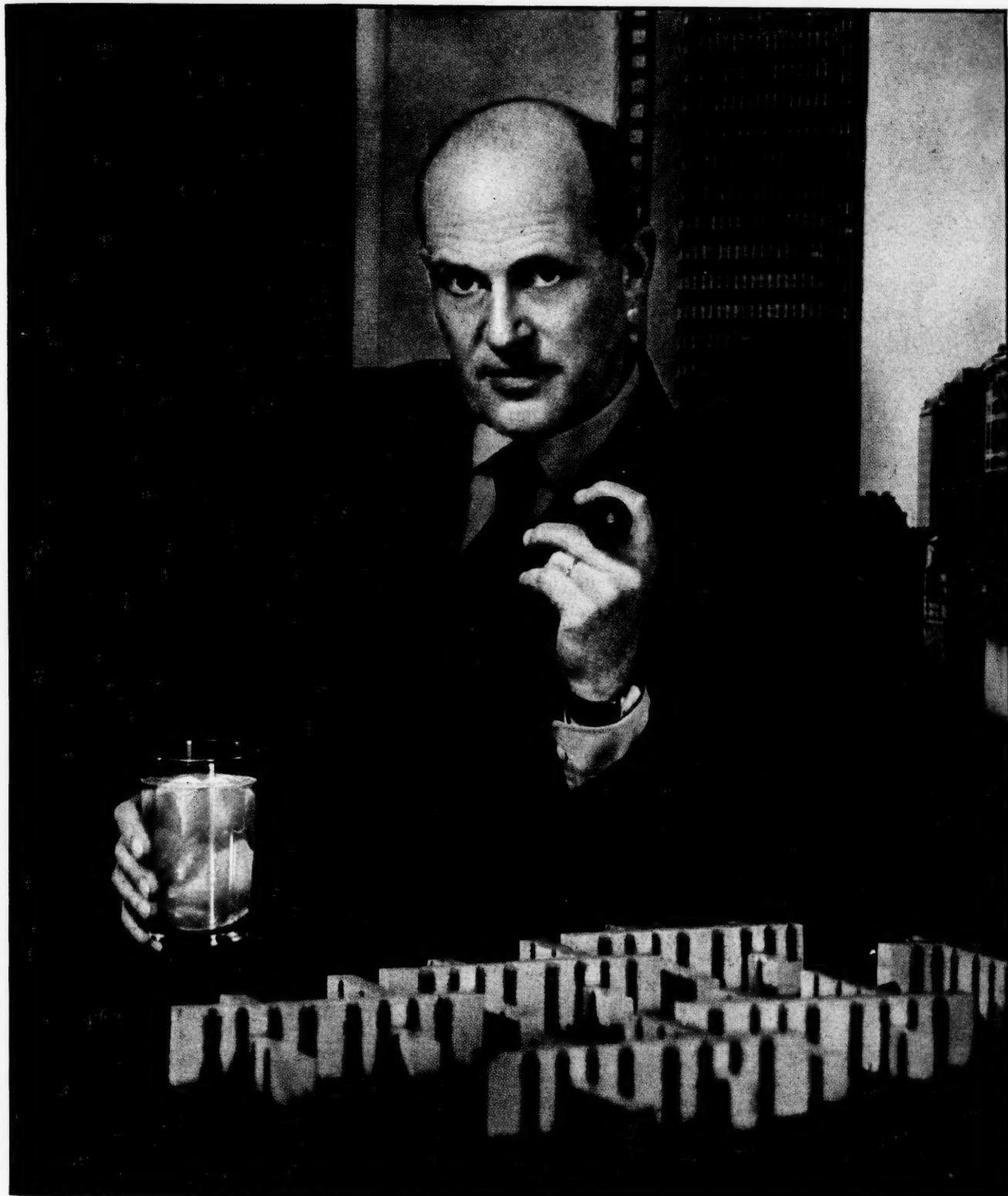
Peripatetic Penman

To the mundane business of selling ball-point pens, Milton Reynolds has brought publicity stunts reminiscent of Hollywood, the circus, and a state fair.

Last year he enlisted the pilot Bill Odum for a record-breaking "Reynolds Bombshell" flight around the globe. Simultaneously he began marketing his new Reynolds Bombshell ball-point pen. When President Truman posed with the pen manufacturer and his flight crew, Reynolds chortled to newsmen over the "million-dollar free publicity."

Last week Reynolds again made headlines.

He had gone to China to search for the Amne Machin mountain, a peak re-



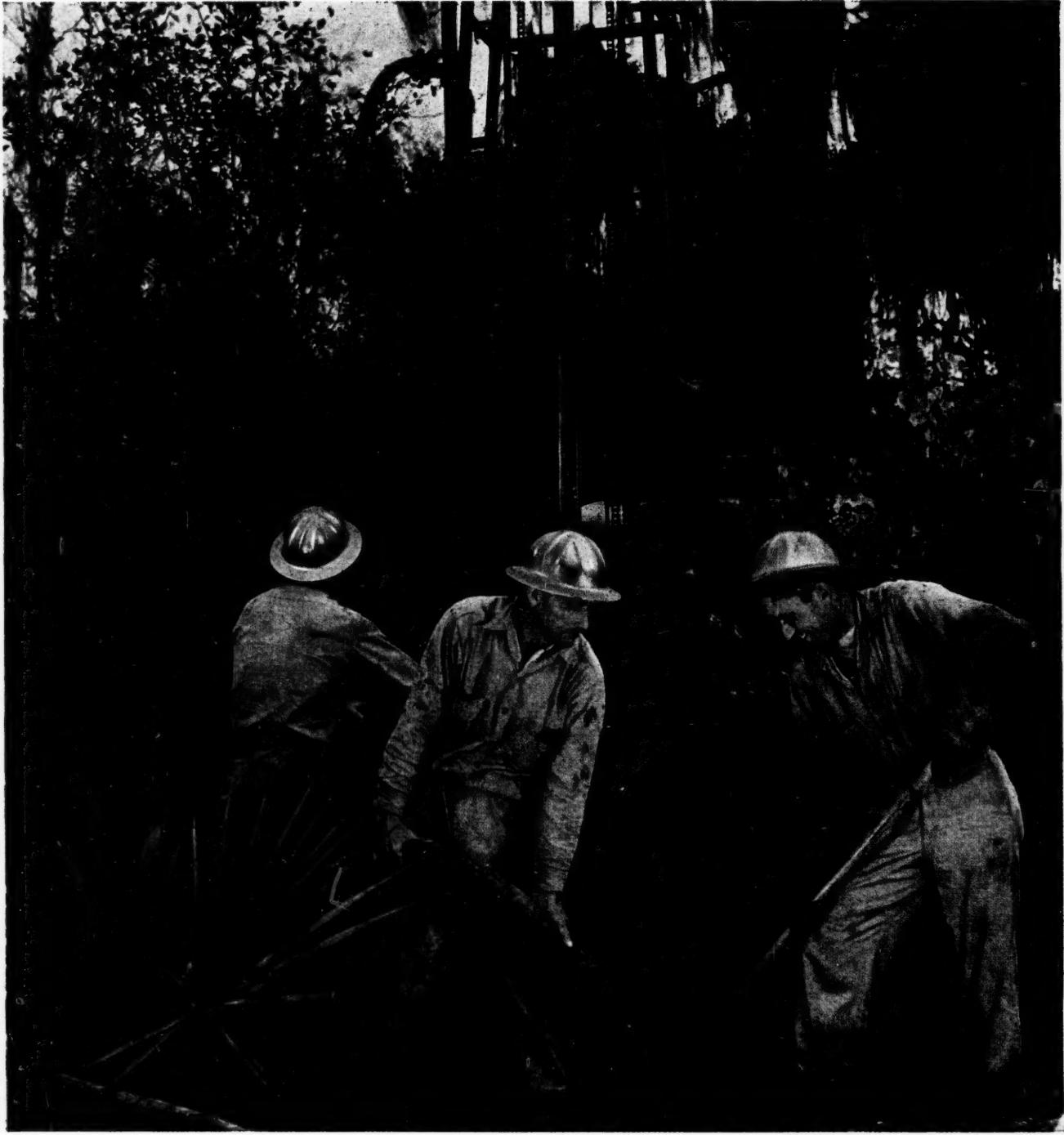
MR. WILLIAM LESCAZE, DISTINGUISHED ARCHITECT AND CITY PLANNER

Enjoy Lord Calvert in your next highball and discover the most genuinely pleasant drink you have ever tasted. For here is a whiskey so truly distinguished...so *rare*, so *smooth*, so *mellow*...that it is expressly intended

for those who appreciate the finest. And for those who want to *give* the finest, Lord Calvert is the one gift that says...“To a Man of Distinction!” Now available in a royal blue carton...for gift occasions the year around!

For Men of Distinction...LORD CALVERT

A CUSTOM BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY



On the trail of crude oil in Louisiana swampland

come out, come out, wherever you are



Moore's Continuous Interleaved forms, shown here, have carbon already in place, cut away all costly clerical waste motion.

And to get crude oil out, profitably, management keeps a sharp eye out for ways to cut costs. That eye falls happily, these days, on Moore business forms. For, while office overhead streaks up and up, these multi-copy forms slice waste, boost output for businesses large and small.

The Atlantic Refining Company, Philadelphia, uses Moore cost-cutting tabulating forms to secure speedy, accurate

control. The Humble Oil and Refining Company, Houston, Texas, uses Moore business forms. Your firm, too, can shave record-writing costs. Just call your local Moore office for proof and details.

There are Moore factories in Niagara Falls and Elmira, N. Y.; Minneapolis, Minn.; Denton, Texas; Los Angeles and Emeryville, Calif. Also sales offices and factories across Canada.

MOORE BUSINESS FORMS, INC.

SALES OFFICES IN OVER 200 CITIES FROM COAST TO COAST





Reynolds: One trip too many

ported higher than Mount Everest, the existing world record holder. The Boston Museum of Science was cosponsor, and Reynolds agreed to let Chinese scientists go along. Then Reynold's four-motored C-87 plane was damaged slightly, and the ball-pen maker said the show was off.

Here to There: Two days later, telling newsmen in Shanghai, he was going to Tokyo, he disappeared in the plane for fourteen hours, and returned. The Chinese scientists charged a double cross, saying Reynolds had made the exploration flight himself. Reynolds said he had flown toward Calcutta homeward bound but came back when he realized his Indian clearance papers had lapsed. The man from the Boston Museum of Science said: "Well, I'll curl up and die."

The next day, when the Chinese Government impounded his plane, Reynolds apologized to the scientists for his "breach of good manners." He told newspapermen

he was thinking of setting up a ball-point pen factory in China with the profits to go to Generalissimo and Mme. Chiang Kai-shek's New Life Movement.

Barely 24 hours after that, Reynolds was in Tokyo, the Chinese were purple with rage, and the State Department was befuddled. Reynolds breathlessly told reporters the Chinese had hinted he would be held till he paid "cumshaw" (graft). He had therefore thrown the guards around his plane off balance by tossing 50 gold pens to them and had taken off before they recovered. Holding a bag of wieners in one hand and handing out ball-point pens to Tokyo customs officers with the other, Reynolds said: "I'll be so happy to get to the United States that I'll never leave there again."

But in spite of his declaration, Milton Reynolds did not go home. He quit the plane at Honolulu. He had presented the C-87 to Pilot Odom saying: "I'm like a small boy with an air rifle. I get into mischief."

Meanwhile, a new Reynolds pen, the "Flier," was going on sale for 39 cents.

TOBACCO:

Still Lucky

When George Washington Hill Jr. quit the American Tobacco Co. in a huff three weeks ago, he quoted 1947 sales figures to show that American was slipping. Young Hill charged that the company (maker of Lucky Strikes and Pall Malls) was quietly scrapping the slam-bang advertising perfected by his fabulous father. As a result, Hill said, sales had dropped and America's sales supremacy was threatened.

Last week Vincent Riggio, 70-year-old successor to the late Hill Sr. as president of American, broke a precedent by attending the company's annual stockholders' meeting. "Cigarette sales for the entire industry declined 7.6 per cent in January and February," Riggio told stockholders. "In the same two months, sales of tax-

WHY THEY WENT TO OKLAHOMA

With
CORNING
Glass Works

MAKERS of ^{TM REG}
PYREX
^{U.S. PAT. OFF.} GLASSWARE

it was
**5 Favorable
Factors**



WILLIAM C. DECKER
President
Corning Glass Works

Says:

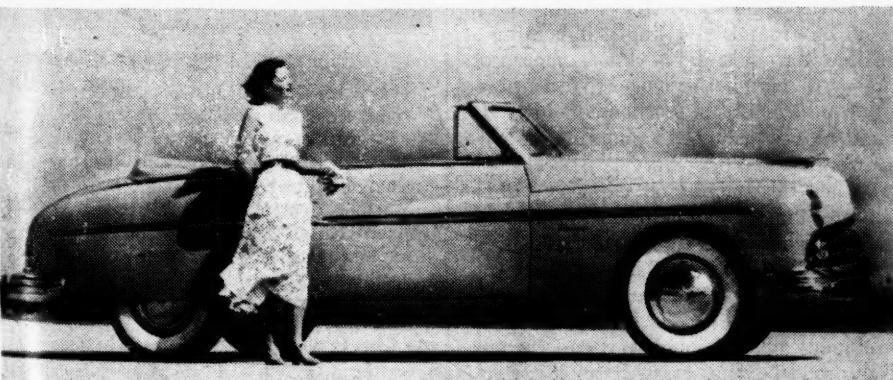
"In January, Corning Glass Works started to produce Pyrex brand glassware in its new plant at Muskogee, Oklahoma, where 400 Oklahomans are already employed. Before erecting this new unit, an extensive survey of other industrial areas was conducted.

"The five factors that influenced us to locate in Oklahoma were:

- The availability of the desired number of high-grade workers needed for the manufacture of glass.
- An ample and constant supply of low cost natural gas, the fuel vitally important to our manufacturing operations.
- A nearby supply of superior glass sand — one of our basic raw materials — and easy access to sources of other necessary supplies.
- The dependable electrical power service available in Oklahoma.
- The location of Oklahoma in relation to our markets and its excellent rail transportation facilities.

"These reasons, as well as the friendly and cooperative interest shown by local officials and business men, lead us to anticipate a long and mutually beneficial association with the State of Oklahoma."

Oklahoma has many business advantages in addition to those which appealed to Corning. Send for this book of information which describes graphically 12 of this state's favorable factors. A special confidential survey report relating to your own business will be prepared on request.



Long and Low: Ford introduces its low-slung Lincoln six-passenger convertible, one of eight newly designed 1949 Lincoln and Lincoln Cosmopolitan models. It has a new 152-horsepower, V-8 engine.



**"SOME MEN
JUST DON'T
UNDERSTAND"**

Business girls do better work when they are comfortably seated. Employers who understand this—and do something about it—get higher efficiency.

Harter posture chairs provide restful comfort through correct posture. They eliminate fatigue caused by slumping and sitting-on-edge. And they are fully adjustable by the occupant—via hand-wheel controls—to her own figure. See the different models for all office workers now at your Harter dealer's. Write for free literature. Harter Corporation, 304 Prairie Ave., Sturgis, Mich.



Model
E-15R

HARTER
STURGIS, MICHIGAN
POSTURE CHAIRS • STEEL CHAIRS



"Smiles bring smiles! Even the boss reflects the extra cheer that cool, clear drinking water has brought all of us!"

Studies show that people often feel tired, dull, irritable, when they're merely thirsty. Install Kelvinator-refrigerated Electric Water Coolers where everyone can refresh quickly—and often! Write for details on models and sizes to fit your needs.

COOLING CURE for THIRSTY THROGS

The EBCO Manufacturing Co.
Town and Lucas Sts. • Columbus 8, Ohio

BUSINESS

paid cigarettes by our company and our subsidiary, American Cigarette & Cigar Co., increased 4.28 per cent . . . Sales of Lucky Strike alone in the first quarter increased 5.06 per cent."

Apparently satisfied, the stockholders reelected Riggio and other officers.

SHIPPING:

Liner in Blueprint

If he had a mind to, William Francis Gibbs—brilliant designing half of the naval-architect team of Gibbs & Cox—could boast that he was the father of present-day American shipping. He designed the world's largest yacht, the Savarona; the United States' fastest and biggest passenger liner, the 26,000-ton America; and the mass-produced Liberty ships. More than 60 per cent of America's war-built vessels were born on Gibbs's drawing board.

To his list of firsts and mosts, W. F. Gibbs added another last week: complete plans for a new 48,000-gross-ton vessel, between 900 and 1,000 feet in length, to cost \$65,000,000. It would be the largest, fastest, and most luxurious passenger liner ever built in the United States.

In the well-guarded, security-conscious offices of Gibbs & Cox in downtown New York, many details of the projected liner were still secret. Reporters could only guess at its exact top speed, length, beam, width, and displacement. But one fact was apparent: Gibbs's creation, done to order of the United States Lines (operators of the America), would pitch the United States squarely into the competition for the luxury transatlantic trade. The Big Four luxury liners—the two Queens, Elizabeth (83,000 tons) and Mary (81,000 tons), Nieuw Amsterdam (36,000 tons), and the Mauretania (34,000 tons)—would get a run for their money.

For while the new liner would weigh far less than the Queens, it would carry almost the same number of passengers (2,000, equal to the Queen Mary and only 200 fewer than the Queen Elizabeth), and at the same speed. Its cruising speed would be around 28½ knots, indicating a possible top of 3 to 4 knots more, or enough to match the Queen Mary, present transatlantic blue-ribbon holder. It would be fast enough to guarantee a sailing from New York every two weeks.

To get this speed and capacity Gibbs used new metals and "steam machinery of the higher pressure type" to plan a power plant that would fit into half the space it would have required ten years ago.

Troop Carrier: The new liner must clear many obstacles before it can get out of the model stage. First, it must be approved by the Maritime Commission. Then its defense features must be passed on by the Navy. After that the Budget Bureau will have to approve a govern-



It's sensational! Smart Crosley station wagon seats 4 or carries ½ ton load; yet costs \$600 to \$700 less than any other station wagon and operates for about half as much. For instance:

Jack Johnson, 1025 Clay St., Woodstock, Ill., reports he put 500 miles on his Crosley Car; averaged 43 miles per gallon of gasoline.



Revolutionary 4-cylinder engine

CROSLEY
a FINE CAR

For beautiful full color catalog, write: Crosley Motors, Inc., 2532-FM Spring Grove Ave., Cincinnati 14, Ohio



Five Factories
Selling Direct to User

TENSION ENVELOPE CORP.

New York 14, N.Y. • Minneapolis 1, Minn.
St. Louis 10, Mo. • Des Moines 14, Iowa
Kansas City 8, Mo.

Syracuse is growing every day - new industries, new enterprises, new business to be served in Syracuse and Upstate New York. Cover them all from Hotel Syracuse as headquarters. A constantly modern hotel. Home of the new Cavalier Room.

hotel
SYRACUSE
SYRACUSE, NEW YORK

BUSINESS

ment construction subsidy and Congress will have to vote an appropriation.

U.S. Lines was encouraged by first official reaction to the plan. Vice Admiral William W. Smith, Maritime Commission chairman, said he hoped for Congressional approval and the necessary subsidy. Secretary of the Navy John L. Sullivan spoke favorably of the liner and looked for other shipping operators to follow suit.

Because the ship could carry 12,000 soldiers, it fits in with the Navy's call for vessels which could become transports carrying up to 10,000 men each. Furthermore, it would be in line with the shipping study by a committee headed by K. T. Keller, Chrysler Corp. president. Six months ago the Keller committee recommended building of two 50,000-ton liners by 1951. Once approved, the ship could be built in 30 months.

AIRCRAFT:

Plane Facts

The Civil Aeronautics Administration casually polled nonscheduled aircraft on the jobs they do and last week reported that the sky's the limit. Besides flying passengers and freight:

- 121 aircraft sprayed ripened fruit with "Stop Drop."
- 191 dropped food and fodder during the high-snow period.
- 455 patrolled range-land fences.
- 518 hunted coyotes; 12 went after eagles.
- 178 wrote or towed advertisements.
- 131 "made" rain.
- 40 spotted schools of fish.
- 25 engaged in "anti-frost agitation."
- 3 searched for oil deposits with radar.
- 1 knocked ripe fruit from trees.

PRODUCTS:

What's New

For Farmers: Allis-Chalmers introduced a four-cylinder twelve-horsepower tractor with engine in the rear and the cultivator, disks, or other implements mounted in front for better visibility.

For Diners: Salt will flow in the dampest weather in a new shaker made by the J. H. Young Co. of Pittsburgh. The shaker has a container of silica gel that absorbs moisture. When saturated, the silica gel can be dried in an oven and reused.

For Sleepers: The Criterion Distributing Co. of Newark, N.J., is making mattresses in three sections joined by zippers. The sections, which can be interchanged and turned to provide six wearing surfaces, can be purchased singly.

For Television Fans: The Tele-Tone Radio Corp. of New York announced a table television set with a 7-inch tube (26-square-inch picture) priced at \$149.95, about \$20 less than previous lowest-priced models.



HOW TO IMPROVE OFFICE EFFICIENCY

You can speed up office work and cut down errors without buying a single new machine or hiring a single new worker. All you need is a new ceiling of Armstrong's CushionTone® -- which can be quickly installed right on your old ceiling. CushionTone absorbs office noise and it pays off fast in more and better work. Armstrong's CushionTone is a perforated fiberboard with 484 drilled holes in each 12" square. It can be cleaned and repainted with

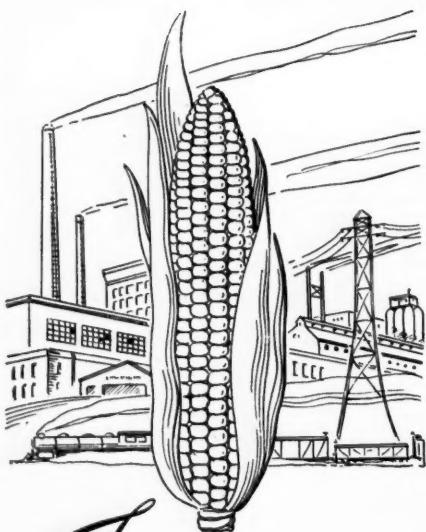
no loss of acoustical efficiency. Let your Armstrong contractor give you a free estimate. There's no obligation.

WRITE FOR FREE BOOKLET, "What to do about Office Noise." It gives all the facts. Armstrong Cork Company Acoustical Department 4804 Ruby Street, Lancaster, Penna.

ARMSTRONG'S CUSHIONTONE

Made by the Makers of Armstrong's Linoleum and Asphalt Tile

ARMSTRONG CORK COMPANY



Indiana's BALANCED Economy Means STABILITY!



In Indiana the steel mills of Pennsylvania meet the cornfields of Iowa . . . in a perfect fusion of industry and agriculture.

This balanced economy cushions the State against depressions; maintains a healthy perspective on management-labor relations; produces a population essentially American in its outlook; and provides a large available pool of literate, willing workers.

Enough industry to make a significant contribution to the national total . . . enough agriculture to preserve economic soundness . . . that is Indiana. Other manufacturers have profited by establishing plants here —so can YOU!

INDIANA

Your LOGICAL
Industrial Location



*Send for this
FREE BOOKLET
Get the Facts

INDIANA DEPT. OF COMMERCE AND
PUBLIC RELATIONS . . . DEPT. N-36
STATE HOUSE • INDIANAPOLIS, INDIANA

BUSINESS

BUSINESS TIDES

Britain's Collectivism vs. ERP

by HENRY HAZLITT

Two days after the Marshall plan was safely enacted the Economic Commission for Europe released "the most complete and thorough study" on European recovery. This report, according to a Geneva dispatch to The New York Times, "contains the facts and analyses that Congress wanted before acting on ERP but could not get because they did not exist. It contains powerful ammunition for those who believe that many of the troubles of Western Europe are due to the pursuit by governments of domestic policies encouraging a continuation of the dollar shortage . . . rather than industrial weakness or even losses and changes due to war."

The report shows that total commodities available for home use in Europe as a whole, excluding Germany, had reached 96 per cent of the prewar level on a per capita basis by 1947. Six European countries had more goods per capita than in 1938. All this did not prevent the cartoonists who were supporting the Marshall plan here from invariably picturing present-day Europe as a starving old woman in rags, waiting to be rescued from death while pompous congressmen had the callousness to debate the problem.

"With the exception of Britain's, every [European] country's foreign balance of payments has been moving steadily away from equilibrium largely as a result, the survey finds, of continuous inflationary pressure combined with artificially overvalued exchange rates." Even the exception of Great Britain here hardly seems to harmonize with the recent statement of The London Economist that the British economy "is now using up its last reserves."

YET what are the British doing—or being allowed to do—to help themselves? In Sir Stafford Cripps's budget message we have part of the answer. It is a new graduated tax upon the portion of a man's income derived from investments. For example, a man with an income of £50,000, all derived from investments (whether in real estate, stocks, or even government securities), would pay a special tax of £24,000 in

addition to his ordinary income tax of £45,000—making a total tax of £69,000 or £19,000 more than his total income.

Such a tax will destroy capital values and further disorganize British production. It will not only prevent saving and investment but force dissaving and disinvestment. In the long run this

must reduce productivity and real wages. It seems highly unlikely that the amount of American capital which we can contribute under the Marshall plan will be enough to offset the amount of home private capital that the British Government is destroying.

Meanwhile, even if Britain's production should recover in spite of everything its government is doing to prevent it, this would not necessarily solve the immediate crisis, which consists in the gap in its international balance of payments. The British bureaucracy can see this problem, as it can see every other economic problem, only in collectivist terms. It has completely forgotten that individual consumers and producers, acting in accordance with free market forces, automatically solved in the past the kind of problems its own policies are now creating. It thinks bureaucrats must set "targets" for the output, import, and export of everything.

THE British trade deficit is certain to be chronic as long as the government maintains exchange control with an overvalued pound. The mere attempt to offset the distortions which such exchange control brings about must lead to increasing regimentation of the rest of British economic life. Under exchange control a free economy is impossible. The only solution is to let the pound be freely bought and sold at the prices established in a free market. But this is the one solution which the Socialist doctrinaires now in control of the British economy are determined never to permit. Meanwhile our government has virtually committed itself to support this Schachtian device for four years, and to drain American capitalism for funds for British zealots to use in destroying capitalism and production in Britain.





Let fire kindle joy
...but not disaster

The *Policy Back of the Policy*—Our way of doing business
that makes *your* interests our first consideration

A flame lights joy on a birthday cake. But homes burn as well as candles. The joys of your own home deserve the greatest possible protection.

Consider the baby's parents. Although their home was insured, they were rather hazy about what the insurance covered. They carefully observed fire prevention rules. Still they worried—knowing how fires *do* happen.

Then a friend introduced them to a Hardware Mutuals representative who carefully reviewed their insurance problems. When they realized how inadequate their all-round protection was, they acted at once.

They're now enjoying the thorough protection of Hardware Mutuals full-standard fire and extended coverage insurance. They

know what the *policy back of the policy* has meant to thousands like them. Prompt, sympathetic claim settlements. Friendly, nationwide service. Substantial dividend savings.

Take a tip from their peace of mind. Let your nearest Hardware Mutuals representative show you the way to greater freedom from worry. Licensed in every state.

*Non-assessable Casualty and Fire Insurance for your
AUTOMOBILE . . . HOME . . . BUSINESS*

Hardware Mutuals

HARDWARE MUTUAL CASUALTY COMPANY

HARDWARE DEALERS MUTUAL FIRE INSURANCE COMPANY

Stevens Point, Wisconsin • Offices Coast to Coast



Massachusetts Grocer Purchases New "Reach-In" Refrigerator —Chooses Frigidaire

In a small shop like Parkway Fruit, West Roxbury, Mass., the store refrigerator must perform many jobs well. That's why owner Lawrence Santospirito decided on a versatile Frigidaire "reach-in" with glass doors.

Mr. Santospirito says, "I keep everything in my Frigidaire — milk, butter, vegetables, meats, sodas—and it does a swell job. It's economical to operate, too. For a small shop like mine, this refrigerator is tops." Commercial Refrigeration Co., Boston, made the installation.



For the refrigeration or air conditioning you need, call your Frigidaire Dealer. Find his name in Classified Telephone Directory.

You're twice as sure with two great names—
FRIGIDAIRE made only by **GENERAL MOTORS**

Roundtable - - 'round the world!



Platform, a NEWSWEEK Club Bureau Service, is used by club leaders in the United States and 36 foreign countries each month.

PRINT YOUR OWN POST CARDS



COMPLETE
OUTFIT

only

\$7.50

Amazing results in sales, inquiries and contacts... saves time and money... very easy to use GEM STENCIL DUPLICATOR is ideal for Advertising, Announcements, Notices, Labels, Forms, Price Lists—hundreds of uses for every type of business and organization. Comes complete with all supplies, instructions and 60-page Book of Ideas.

FREE TRIAL OFFER: Try it before you buy it! Write and a GEM OUTFIT will be sent you postpaid. After 10 days, send only \$7.50 or return the GEM, no questions asked. The GEM must sell itself; you be the judge.

**BOND EQUIPMENT CO. • Dept. 134
513 Olive St. • St. Louis 1, Mo.**

SEND NO MONEY • FREE TRIAL OFFER

RELIGION

Mission to the Carolines

In the early 1850s, a trim little sailing vessel stood out from Boston Harbor. The ship was bound for the Micronesian islands of the South Seas, and she carried young Congregationalist missionaries who would bring the word of God to the natives. The kindness of such men as Hiram Bingham (ancestor of ex-Sen. Hiram Bingham of Salem, Conn.) and Dr. George Pierson won over fierce warriors on the island of Kusaie, and the missionaries settled down to stay.

Soon the American Board of Commissioners for Foreign Missions thought of sending out its own missionary ship, to be called the Morning Star. The project was financed by 10-cent subscriptions, and Morning Star I sailed from Boston on a cold, blustery day in December 1856. The vessel traveled from island to island in the Marshalls and Carolines, where its missionaries helped the natives and brought them parts of the Bible which Bingham printed on a hand press.

In the years that followed, Congregationalist missions sailed from New England to the Pacific on four successive Morning Stars, ending with Star V launched in 1904. Yet the islanders didn't forget their Christianity. Indeed, many a man who saw Pacific service during the second world war remembers the favors rendered by natives who still called themselves "Christians from Boston."

New Star: Last June the Congregational-Christian board announced that once again a Star would sail out to help the islanders. A large vessel was desperately needed for transportation between the islands. Not only did missionaries have a hard time getting to and fro in outrigger canoes, but native children had to have some way of going to the mission schools on Kusaie and Truk.

So, manned by a crew of seven—four of whom were undergraduates and graduates from Amherst, Oberlin, and Dartmouth—the 63-foot two-masted schooner Morning Star VI left Boston on July 27. This time she carried a cargo of Bibles donated by the Massachusetts Bible Society. Captained by Price Lewis Jr. of Holland Patent, N.Y., the Star was fitted with auxiliary engine, two-way radio, and up-to-date long-range navigation equipment.

What with storms and the illness of the captain, it took the Star seven months to reach the islands. On Feb. 22 she cast anchor at Kusaie. The Rev. Eleanor Wilson, Congregational missionary there, sent word to Boston last week of the wildly happy arrival. As the Star hove to that Sunday morning everyone was in church, and the natives rushed out to paddle their boats to the ship. King John of Kusaie received a Bible with his name stamped on it in gold. The queen jumped into a canoe to go to greet the skipper and crew.

the magnificent
Magnavox
radio-phonograph



The Provincial \$300, with FM \$365.
Other models from \$219.50 to \$850.

Prices subject to change without notice

The Magnavox Company, Fort Wayne 4, Indiana

FEET HURT?

Foot, Leg Pains Often Due To Weak Arch

Callouses, cramps, tenderness and burning feeling on bottom of feet are also symptoms of Weak or Fallen Arch.

Dr. Scholl's Arch Supports and exercise quickly relieve them. Expertly fitted at Shoe, Department Stores. Ask for FREE FOOT TEST



Dr Scholl's ARCH SUPPORTS



**GLOBE
SPRINKLERS
FIREMEN EVERY TEN FEET**

Carelessness or indifference—Nearly all 4657 FIRES a day in America are reported due to carelessness. For absolute protection against all FIRES install GLOBE Automatic Sprinklers. That some property owners WON'T do this is not carelessness, but INDIFFERENCE... and that's worse.

GLOBE AUTOMATIC SPRINKLER CO.
New York, Chicago, Philadelphia - Offices in nearly all principal cities



THEY PAY FOR THEMSELVES

**Rain or shine
he delivers the
nation's goods**

**quicker and at lower cost
with EATON 2-speed axles**

The truckers *keep going* 24 hours a day, every day. Because they carry almost six billion tons a year, their dependability is essential to the way you carry on your daily life.

The finest trucks in the world have been developed to do this job dependably and *economically*. Nearly a million of them are equipped with the *extra* plus of Eaton 2-Speed Axles. Eaton's have a powerful low for heavy loads, steep hills. And there's a fast high for time and fuel saving on light loads and return trips. No truck driver needs to be convinced of the value of his Eaton. And operators know Eaton-equipped trucks are a money-saving proposition. Your truck dealer will give you full information.

EATON

EATON MANUFACTURING COMPANY, CLEVELAND, OHIO

2-SPEED Truck AXLE



**Trust to trucks
to deliver the goods**

Other Eaton Products:

Sodium Cooled Valves • Poppet Valves • Tappets • Hydraulic Valve Lifters • Valve Seat Inserts • Permanent Mold Gray Iron Castings • Motor Truck Axles • Rotor Pumps
Automotive Heater-Defroster Units • Spring Lock Washers • Snap Rings • Cold Drawn Wire • Stampings • Leaf and Coil Springs • Dymatic Variable Speed Drives



Absorbine Jr.

80

SPORT WEEK

A Vernal Vision

by JOHN LARDNER

HAVING retrieved my crystal ball from Uncle Andrew, the pawnbroker on the corner, and dispossessed the last of the tropical fish to whom the old financier rented space in it for the duration of winter, I am now in a position to call the order of finish in the baseball pennant races of 1948.

I will do this, naturally, in response to a mandate. The mandate was a long time coming; it arrived only yesterday in the form of a letter from a second cousin of mine who works in Duluth, in the taxidermy game.

"Dear Cousin," wrote this prominent stuffer. "Why don't you pick the pennant winners? I think you had them right back in 1906, or maybe it was 1926, and you might be due again. Meanwhile, can you spare \$20 till next week? Things are slow in the taxidermy line. I have not stuffed a snowy owl since August."

I quote the remarks of this impudent embalmer of wild life merely to show that I am meeting a genuine popular demand, not just forecasting to hear myself forecast. As for the date of the last year I was right, the man is mistaken. It was 1946. All taxidermists suffer from poor memories, or so I am told. It seems to be an occupational consequence of putting glass eyes into weasels.

Here, right off, is the way the clubs will finish in the two major leagues this year. An explanation will follow as soon as I can think of one:

American League—Boston, New York, Cleveland, Philadelphia, Detroit, Washington, Chicago, St. Louis.

National League—Brooklyn, Boston, New York, St. Louis, Pittsburgh, Cincinnati, Philadelphia, Chicago.

To some extent, this analysis flies in the face of the betting odds, as outlined by Prof. James J. Carroll of St. Louis. The professor made the Cardinals favorites in the National League, and—in a burst of philanthropy—rated the Yankees and Red Sox even at 5 to 6 in the American League.

I share the general view that the Red Sox and Yankees will go off by themselves and hide from the others. But I think Boston has more power and potentially as good or better pitch-

ing, even without counting on Ferriss and Hughson. If those two come through, it will be like finding the money.

The next three clubs are a scrambled lot. I put Philadelphia over Detroit in deference to Connie Mack's ripe years and fine young pitching, but if Connie

keeps selling pitchers for \$25,000 a clip (as he did last week in shipping Russ Christopher to Cleveland), he will wind up counting his gold in the second division again. N. B.: Chicago could nose out the Browns for the cellar, but the vagaries of marine life down there below sea level are hard to examine with the naked eye.

The National League should have a good race. I cannot concur with Prof. Carroll in top-rating St. Louis. Its pitching may, if everything breaks right, be the best in the league, but there were signs of senility among the other Cardinals last year, and they figure to creak more loudly at the joints this year than before. Nor do there seem to be any replacements in sight.

That matter of replacements is apt to be decisive in the National League.

"Last year," said Branch Rickey, the cloudy Brooklyn genius, recently, "we looked like a cellar club on paper. How did we win? Depth."

THE great man spoke a not too obscure mouthful there. Hitting, pitching, and depth—or reserve strength—are the most important physical factors in baseball, and today, with legs snapping and elbows chipping all over the landscape, depth is as important as the other two. Brooklyn has reserve strength. Maybe it will work with alternating teams of nine first basemen and nine third basemen, with pitchers playing shortstop on Sundays, but that is just the kind of pottage that Mr. Rickey and Leo Durocher love to have their spoons in.

I think the Braves are good, but not quite good enough. I think the Giants, with average luck, may pass the Cardinals. I think the Cubs may disappear through a trap door.

If somebody doesn't take this microphone away in a hurry, I'll say I think Ted Williams will outhit Joe DiMaggio by twenty points or more.



— SPORTS —

RACING:

Three Men on a Horse

A man in Louis Cherry's position couldn't be expected to resist the fever forever. For sixteen years the baldish, 5-foot-5 valet had been virtually a shadow to Alfred Gwynne Vanderbilt. At 5 and 6 of a morning he accompanied his employer to race tracks and watched Vanderbilt horses limber up. For the Kentucky Derby, Cherry went to Louisville in the boss's private railway car. In many a city, still on duty at midnight, he heard fascinating talk as Vanderbilt and his friends discussed the expensive business of sending horses to the races.

At Saratoga last August, Cherry finally gave in. To two other Vanderbilt employees, Trainer Lee McCoy and Stable Foreman J. C. Mergler, the valet hopefully suggested the joint purchase of a horse. For \$3,500 they bought a yearling son of Tintagel out of Riva and named him Lands End. Mergler liked his head. All three liked something else: The horse came of stock that usually began racing well quickly.

In seven months, Lands End ran up a \$2,600 bill for feed and transportation. Nor could Vanderbilt refrain from a crack about the yellow in the fledgling owners' racing silks: "It looks like a stop-sign yellow to me." But when the trio decided that Lands End was ready for his first race last week at Jamaica, N. Y., Vanderbilt lent them his contract rider, Ruperto Donoso.

Jockey Donoso looked confused when he was referred to the valet for his racing orders. The orders: "Don't dirty the silks. Those are the only ones we've got."

In 1 minute 1 1/5 seconds Lands End stopped any worries about a few silks. In addition to winning first money by three lengths in a \$4,000, five-furlong race, the horse gave his owners a \$50-for-\$2 return on the \$200 they had wagered.

In the next race Vanderbilt's Little Hatchet finished last in a seven-horse field. To his valet Vanderbilt observed: "If this keeps up, I'll be going to the Kentucky Derby in *your* private car."

FOR THE RECORD:

Losers Winners

In the National AAU handball championships in 1940 and 1941, broad-shouldered Constantine (Gus) Lewis couldn't win a game. In those days, he was actually looking for beatings anyway. To learn handball, he believed, a man must watch stars and play opponents who can murder him for his mistakes.

In Chicago last week, a capacity crowd of 300 paid \$10 a head to watch the 29-year-old Hollywood sound technician op-

What an Audience!



Blackie: "I wonder how many people would tune in if we broadcast, *Whitey*?"

Whitey: "Judging by our popularity, *Blackie*, I think we'd top every program on the air."



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY • 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK • SOLE DISTRIBUTORS

FRENCH SHRINER & URNER

Extra Quality

A large side-view photograph of a brown leather casual shoe with a braided toe cap and a textured sole.

TAKE YOUR EASE...

on city streets or country roads — in the cool, relaxed comfort of this hand-braided, brown casual. The sole is flexible . . . the braided top is specially constructed to prevent stretching . . . and there's ample toe-room in the wall sides. It's extra quality from the ground up.

STORES, DEPARTMENTS AND DEALERS COAST TO COAST

Factory and Executive Offices
443 ALBANY ST., BOSTON

SPORTS

erate on the glassed-in court of the Sheraton Hotel. His 21-5, 21-12 victory over Joseph Brady of San Francisco gave him his second straight National AAU title without the loss of a game.

Other winners:

► Coaltown, which suffered a bad hemorrhage from a throat ailment in 1947 and never raced until this year. Against older horses for the first time in the Phoenix Handicap at Keeneland Park in Kentucky, Coaltown's decisive victory strengthened his position as second choice to stablemate Citation in the Kentucky Derby betting. Still another stablemate and Derby possibility, Bewitch, won at 1 to 5.

► Del Carroll, who looked every bit the rich and handsome playboy as he signed autographs for fifteen minutes after his seven-goal performance gave Arlington Farms of Chicago a 17-15 victory over the Ramapo Club of Tallman, N. Y., in the deciding game of the national senior indoor polo championship series. Carroll sells autos and doesn't have his own string of polo ponies; he can't afford one yet.

► Claude Harmon, 31-year-old golf pro from Mamaroneck, N. Y., who made one of his infrequent competitive appearances in the glittering Masters tournament at Augusta, Ga., and won it with a record-breaking 279. He thought the other fellows probably had been playing too much golf.

BASEBALL:

The South Sees Jackie

When the Brooklyn Dodgers were lining up spring exhibition dates, President Branch Rickey received historic telegrams from clubs in Fort Worth, Dallas, Oklahoma City, Tulsa, and Asheville before negotiations were concluded. In each case, the telegram invited Brooklyn to use Jackie Robinson and Roy Campanella in its line-up, although these cities had never before seen Negroes play baseball against white men.

homa City, Tulsa, and Asheville before negotiations were concluded. In each case,

the telegram invited Brooklyn to use Jackie Robinson and Roy Campanella in its line-up, although these cities had never

before seen Negroes play baseball against

white men.

Last week it looked as if Rickey could expect similar invitations from those places next year without flatly asking for them, as he did this time. In Fort Worth April 3 the Dodgers drew 7,563 customers. The next day's paid attendance hit 15,507, an all-time park record.

In Dallas April 5—a Monday—the turnout was 11,370, including 6,800 Negroes. Half of the 10,137 spectators at Oklahoma City were colored, but the record 7,921 at Tulsa included only 1,465 Negroes.

Modesty: In seven games from Fort Worth to Asheville, Brooklyn played to 63,398 persons. Jackie Robinson scanned one of the mobs and remarked to Campanella: "You sure pack 'em in, boy." But nobody on the trip had any doubt that the No. 1 attraction was Robinson.

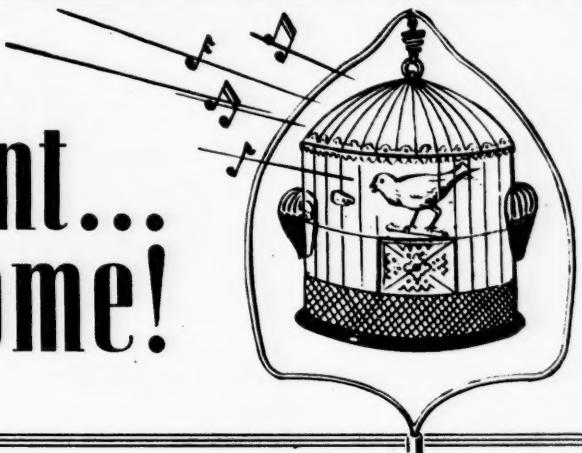
To draw a concerted cheer from the Negro section, Robinson had to do little more than turn around. From the white section he and Campanella got mostly silence and an occasional hoot.

But at Fort Worth a pre-game poll of white fans by sportswriter Pop Boone found fewer than 1 per cent opposed to Robinson's playing there. At Dallas, Club President George Schepps came up with an invitation that contained no evidence of Rickey prompting. He staged a party at the first-class Adolphus Hotel for the whole Brooklyn entourage, specifically requesting the presence of Robinson, Campanella, and two Negro newspapermen.



Playing on Rickey-prompted "invitations," Robinson set records

FOR YOUR
Advertisement... Home!
THERE'S NO PLACE LIKE



ADVERTISEMENTS, the same as human beings, have a better chance in life when they are given a good HOME. For 72 years the Chicago Daily News has been demonstrating this truth—to the profit of countless advertisers.

The Daily News is warmly welcomed, as good companion and counsellor, to the homes of Chicago's most IMPORTANT million.

It is read

**...by every member of the family old enough to read
...in the comfort that home affords
...in a relaxed mood that permits more thorough reading**

These folks get *more* out of their favorite Daily News because they have more time—*leisurely home time*—for the enjoyment of its columns. Obviously your advertisement has the best opportunity *to be seen, to be read and to be thoughtfully considered* in this fireside environment.

When planning to sell in Chicago the first thing to do is to talk to Chicago's most IMPORTANT million first!

CHICAGO DAILY NEWS

For 72 Years Chicago's HOME Newspaper

JOHN S. KNIGHT, Publisher

DAILY NEWS PLAZA: 400 West Madison Street, CHICAGO

LOS ANGELES OFFICE: 606 South Hill Street
NEW YORK OFFICE: 9 Rockefeller Plaza

DETROIT OFFICE: 407 Free Press Building
SAN FRANCISCO OFFICE: Hobart Building

MIAMI-HERALD BUILDING, Miami, Florida

Münch of Boston

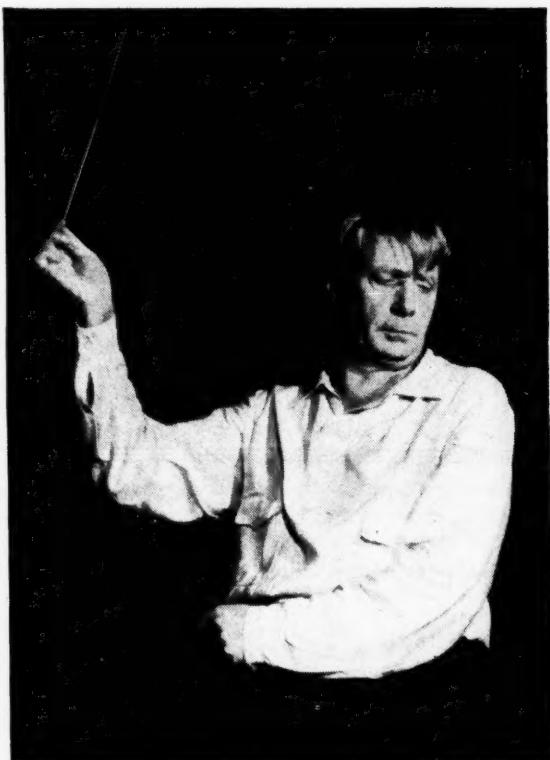
Would the Friends of the Boston Symphony, requested Henry B. Cabot, president of the orchestra's trustees, please remain seated after the music; there would be an important announcement. The approximately 700 Friends (contributors to the symphony) who were present in Symphony Hall for their annual meeting on April 8 raised a collective eyebrow. After the music, they generally had tea in the Huntington Avenue foyer. However, when Serge Koussevitzky had finished conducting two Preludes by Wagner, the Friends stayed in their seats.

The announcement was that 74-year-old Koussevitzky, their adored conductor for 24 years, was going to retire at the end of the 1948-49 season. Since next year will mark his 25th anniversary with the orchestra, the Boston Symphony would celebrate 1948-49 as the Silver Jubilee Season of Serge Koussevitzky. All this was no great surprise, for rumors of his impending retirement have been going the rounds for several years.

Then came the answer to the question the music world has been asking for just as long: When Koussevitzky finally did retire, who would succeed him? Would it be Leonard Bernstein, his young protégé? Would it be Charles Münch, the silver-haired Alsatian who has taken most of the major American symphonies by storm since he began guest-conducting in this country in December 1946? Or would it be the dynamic Greek from Minneapolis, Dimitri Mitropoulos?

Münch it was. In October 1949, "le beau Charles," as the ladies in Paris used to call him, will take over as conductor of the world-famous precision instrument that is the Boston Symphony. Although Koussevitzky will continue as director of the Berkshire Music Center, Münch will conduct the popular Berkshire Festival concerts at Tanglewood, the Boston Symphony's other home in Lenox, Mass.

Strings: Münch is now 56. His father was an Alsatian musician; his mother, a Parisian, and he was born in Strasbourg. His early musical interest centered on the violin, which he first studied with his father and later under Lucien Capet in Paris and Carl Flesch in Berlin. Switching to conducting, he served under Wilhelm Furtwängler in the Gewandhaus Orchestra in Leipzig. In 1932 Münch began conducting in Paris and founded the Paris Philharmonic. By 1938 he had succeeded Philippe Gaubert as conductor of the



Münch: Silver bangs and the Gallic touch

Paris Conservatory Orchestra. During the occupation Münch continued conducting, for there was no other way to keep the musicians together and a German conductor out. However, he turned over his salary to the Resistance.

Although Münch still maintains his connections with both the Paris Philharmonic and the Paris Conservatory Orchestra, lately he has spent most of his time guesting (coincidentally, Boston was the scene of his first American guest appearance). Next year, before he becomes Boston's conductor, his United States schedule includes appearances with the New York Philharmonic-Symphony, the Chicago Symphony, and a tour with the French Orchestre National.

Sings: All signs indicate that Münch will enjoy a great success at Beacon Hill and Back Bay tea parties. His personal charm is enormous. Although his spoken English is still very much on the tentative side, his French manner more than makes up for that. How the critics will take to him remains to be seen. He sings along with the strings as loud, if not louder, than Toscanini does. He shushes for pianissimos and exhorts for fortissimos. He may use a baton; or he may leave it idle in his left hand. He waves his arms and moves so violently that his hair falls into bangs across his forehead.

Never, however, does he appear to force tone, however louder than loudest he may have the orchestra play. And purity of tone is one of the hallmarks of the Boston Symphony. Just the week before his contract was signed, most of the Boston

critics roundly roasted him for the speed and bombast which he put into the Beethoven Eighth and the Schumann Fourth. But when he does Berlioz and Homberger, few can find any fault.

However controversial Münch may prove, all the Boston critics are in agreement on one most significant point: The trustees of the orchestra at least took action and, unlike New York, Chicago, and Pittsburgh, did not follow the line of least resistance and hire a series of guest conductors. The Boston Symphony is a unique instrument, and it will be Münch, and Münch alone, who will be responsible for keeping it so.

Summer, 1915

Boston's big music news of last week was not supposed to be about a new conductor. As originally planned, it was to concern the world première on April 9 of a new work titled "Knoxville: Summer of 1915." When Münch was named on April 8, music circles felt that after a stunner like that, any première would undoubtedly fall into the category of the also-rans.

But Serge Koussevitzky, who conducted the work on Friday afternoon, and Eleanor Steber, the Metropolitan Opera soprano who sang it, were in no mood to concede an anticlimax. They believed in it. Koussevitzky had urged Sam Barber, easily one of our finest young composers, to write a work for voice and orchestra. And Miss Steber, for whom Barber had wanted to compose something, commissioned it. So Koussevitzky, Miss Steber, and the Boston Symphony (who had taken to it from first rehearsal) gave "Knoxville: Summer of 1915" a beautiful, compelling performance.

"Knoxville: Summer of 1915" is an all-



Miss Steber and Koussevitzky

American affair on an all-American theme. Barber was born in West Chester, Pa.; Miss Steber, in Wheeling, W. Va., and James Agee, whose prose poem Barber selected as his text, was born in the city he wrote about. Agee's introductory lines to the work set its theme and mood: "We are talking now of summer evenings in Knoxville, Tenn., in the time that I lived there so successfully disguised to myself as a child."

Memory: The Jim Agee who, in the summer of 1915, was just short of 6 years of age, remembers the sounds and sensations familiar to most Americans. "That time of evening," he wrote, "when people sit on their porches, rocking gently and talking gently and watching the street . . ." There are people walking by, "the taste hovering over them of vanilla, strawberry, pasteboard, and starched milk." There is also, of course, the streetcar, "stopping; belling and starting."* And finally, just before bedtime, there used to be the spreading of quilts on the grass in the back yard, with the whole family lying under the stars, very quietly and full of feelings of peace and security.

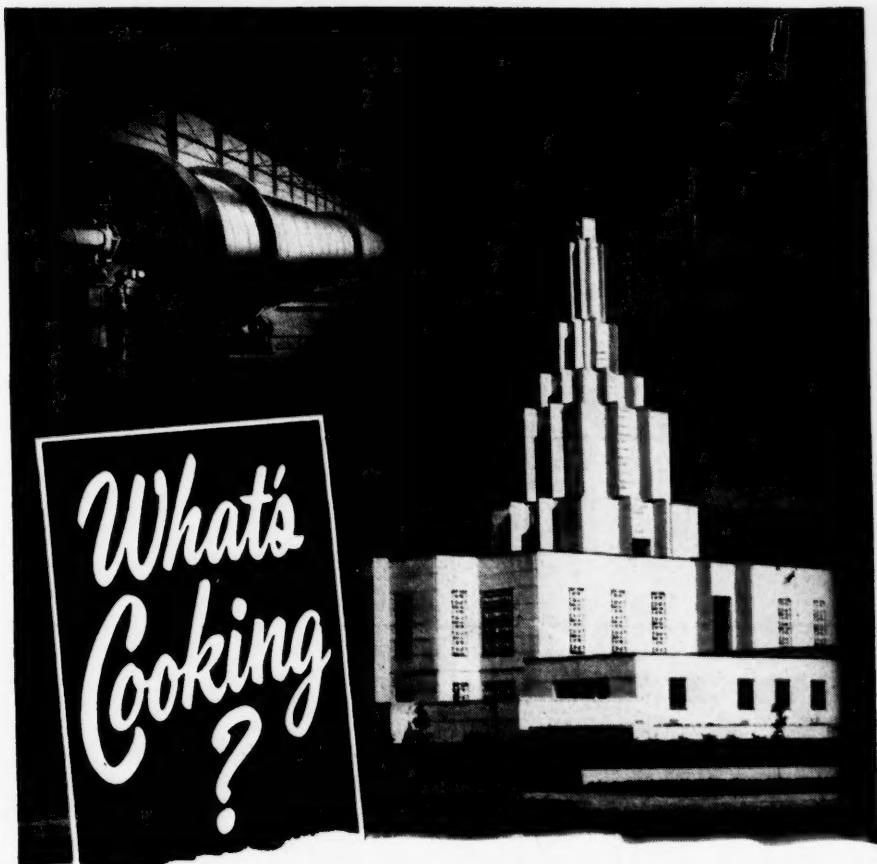
The music Barber wrote is modern, but ridden with melody and perceptive of the mood Agee created. The part for soprano is perfectly suited to Miss Steber's extraordinary legato and impeccable musicianship. Although the critics were divided on the work itself, Miss Steber's performance drew the highest marks.

Spring Surprise

Just when the 1947-48 music season was building up to its spring letdown, along came Ervin Laszlo. No one knew much about him before his Town Hall recital on April 7; but by the time the reviews were out the next day, the New York music world was aware that there was something special. All the gilt-edge superlatives were hauled out by the critics and tossed at the debuting Hungarian pianist—who was all of 15 years old.

Praising both his technique and interpretation, Jerome D. Bohm of The New York Herald Tribune called him "the most remarkable young pianist encountered in twenty years of experience in reviewing music in this city . . . He has few peers among pianists of any age." Noel Straus of The New York Times placed him "among the outstanding keyboard artists of the present time . . . He proved that for a born artist age matters little." And Robert Bagar of The New York World-Telegram summed it all up when he said: "Since he is so young, he is bound to improve. But how much improvement can there be, after all?"

Prodigy: Success is an old story to young Laszlo. At 5, he started studying with his mother, a professor of piano at



...Maybe a New Public Building

IN one of 80 scientifically controlled operations portland cement is made in giant rotary kilns at incandescent heat—2700 degrees F. Portland cement is the basic ingredient in concrete, which is used to build such public buildings as the Church of Jesus Christ of Latter Day Saints in Idaho Falls, Idaho, shown above.

For schools, hospitals, apartment houses, factories and other public buildings, concrete produces at **low annual cost** structures that are durable, firesafe and beautiful.

Homes of concrete are also durable and firesafe and provide a lifetime of comfortable living. Their reasonable first cost, long life and small maintenance expense ensure **low-annual-cost** shelter.

In rural America thousands of concrete buildings and improvements enable farmers to keep herds and flocks healthy and to produce vitally needed food for domestic and overseas demands at lower labor cost.

All over the nation portland cement concrete pavements are saving taxpayers' money and rendering long years of service at **low annual cost**.

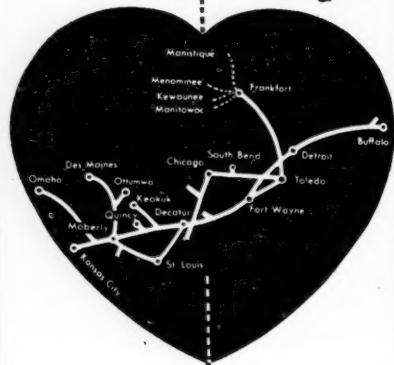
Whatever you plan to build—a school, a home, a sewer system, a farm building, an expressway, a factory—choose concrete, the real **low-annual-cost** construction material.

PORLAND CEMENT ASSOCIATION

Dept. 4c-63, 33 W. Grand Ave., Chicago 10, Ill.

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work

**LET US
HELP YOU
GET TO
THE
"HEART"**



**OF YOUR
Freight Problems**

**Whether you're in the North,
South, East or West... your
freight moves efficiently via
the strategically located
Wabash to and through
"The Heart of America."**

You can save time... avoid costly delays... by choosing a Wabash route to bypass the great terminals. Or, Wabash can "highball" your freight to these terminals directly.

To get to the "heart" of your freight problems, just phone your nearby Wabash representative... and speed your freight to and through "The Heart of America."

C. J. SAYLES
General Freight Traffic Manager
St. Louis 1, Mo.



MUSIC

the Budapest Academy of Music. Four years later came his debut with the Budapest Symphony Orchestra, followed by appearances in France and Switzerland. Then 1944 brought the Nazis. With young Laszlo's father in a concentration camp and a piano as intangible a memory as bread, the grim business of survival pushed concertizing aside.

All during the occupation of Budapest, Ervin's thoughts were focused on America. Last May he planned to come here, but no visa was then available. While he waited, he went to Switzerland and, triumphing over 424 entrants from 40 countries, became the youngest winner ever of the International Music Competition at Geneva.

Kurtz of Houston

There was a time when leading a symphony orchestra in Texas was not considered an end in itself. It was not even recommended as a detour on the long, slow road to New York, Boston, and Philadelphia. Generally speaking, however, that was before Max Reiter. Reiter came to the United States in 1939—a period at which refugees from Europe were no longer fashionable. Noting quickly that what New York and 57th Street did not need was one more European conductor, Reiter hied himself to Texas. By 1945 he had reorganized the San Antonio Symphony and put it on the nation's major musical map (NEWSWEEK, March 5, 1945).

This could hardly be taken lightly by San Antonio's sister city, Dallas. Hence, Dallas proceeded to revive its symphony orchestra. As its conductor, it chose the promising Hungarian-born Antal Dorati, best known in this country for his baton-batoning. Within Dorati's first season, he and the Dallas Symphony maneuvered a coup: a recording contract with RCA Victor (NEWSWEEK, Jan. 7, 1946).

Eyes of Texas: This march of musical culture in both San Antonio and Dallas was noted and observed in Houston, biggest of the three Texas sister cities. It, too, had a symphony—a symphony which had been founded in 1913 and in which it had great pride. With the resignation of Ernst Hoffman in 1947—the conductor who had held forth for eleven years—Houston determined to get itself a big-time maestro. However, it was decided that a season of guest conductors would provide a proper survey of the field.

Thus, during this 1947-48 season, the Houston Symphony had at its helm a succession of conductors which included Carlos Chavez, Hans Schwieger, Frieder Weissmann, Leonard Bernstein, Tauno Hannikainen, Charles Münch, Efrem Kurtz, and Massimo Freccia. Rumors flew wildly. Houston wanted Chavez; it wanted Bernstein; it wanted Hannikainen.

Finally, the decision was made. Houston wanted the same man it had wanted on first impulse after Hoffman had left: tall,



Illinois Tavern Owner Replaces Old-Fashioned Beverage Cooler — Chooses Frigidaire

Because old-fashioned cooling equipment was draining bottled goods profits, Elmer's Tavern, Decatur, Ill., recently installed a new Frigidaire Beverage Cooler. Savings on ice alone will pay for this equipment in less than a year, owner Elmer Welch believes.

Mr. Welch says, "I asked my Frigidaire Dealer, Decatur Refrigeration Co., to make the installation because they have always given us excellent service, and we think this is the best beverage cooler on the market."



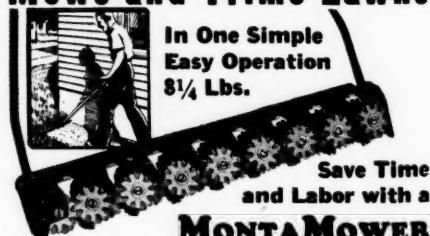
For the refrigeration or air conditioning you need, call your Frigidaire Dealer. Find his name in Classified Phone Directory.

**You're twice as sure with two great names—
FRIGIDAIRE made only by GENERAL MOTORS**

HOTEL BEAU-RIVAGE GENEVA (SWITZERLAND)

Restaurant, winter-garden, wonderful view of Lake and Alps.
FAMILY MAYER, proprietor.

Mows and Trims Lawns



**In One Simple
Easy Operation
8 1/4 Lbs.**

**Save Time
and Labor with a**

MONTAMOWER

New model. New type metal handle has special device to adjust cutting height. Drive shaft now mounted on free rolling, factory lubricated, sealed ball bearings. No tired backs or aching arms. 8 1/4 lbs. live precision made mechanism that first gathers, then cuts smoothly a clean 16" swath through grass, dandelions, spike grass, lawn weeds. No noise or clatter. As modern and efficient as your electric razor. Cuts right up to walls, fences, trees or posts; leaves no fringes to be trimmed by hand. Cutters self-sharpening. Built to last many years. Many thousands in use. Sold direct from factory for 26 years. Costs little. Write at once for trial on your own lawn "approval offer," guarantee information and literature.

MONTAMOWER DISTRIBUTING CO.
1010 Keeler Bldg. GRAND RAPIDS 2, MICH.

MUSIC

skinny Efrem Kurtz, the ex-ballet conductor who, for five years, had had enormous success as conductor of the Kansas City Philharmonic. But there were catches. Kurtz had just signed a new contract with Kansas City. Could he be released amicably—for that he insisted upon.

Last week, all of Houston knew that Kansas City had released Kurtz and that he was their new conductor. And they were proud of his record. Now 47, Kurtz first came to this country in 1933 as a conductor for the Russian ballet. Until 1942 he was a familiar figure wherever the bal-



Kurtz: Eyes of Texas are upon him

let traveled. His sense of theater and ability to project his musical talents stamped every performance he conducted (NEWSWEEK, April 20, 1942). Then, in 1942, he gave up the ballet for a symphonic career, taking over the Kansas City post the following year.

Triangular Competition: The terms of Kurtz's contract are excellent. For three years he is to be musical director with full powers. The orchestra will be increased from its current size of 72 to 87-90 members. His salary for the first two years is \$30,000 a year; for the third year he is reported to have a rise to \$35,000. His new terms with Kansas City called for \$20,000.

Kurtz sees his competition as a fine thing. Falling quickly into the true Texas spirit of bigger and better in everything, he told NEWSWEEK in New York last week that he saw no reason why the future should not see a state of musical affairs in Texas such as now exists between New York, Philadelphia, and Boston. "Why not Houston, San Antonio, and Dallas?" he asked. "Maybe even some day," he said flinging his long arms wide, "all of the symphonies will play together for some great state event."

April 19, 1948



*Handed down through
167 years...
and still in the best of hands!*

JAMES E. PEPPER
Precious Pre-War Bottled in Bond

KENTUCKY STRAIGHT BOURBON WHISKEY

100 proof

James E. Pepper & Co., Lexington, Ky.



EDUCATION

Thai by Phonograph

"Where is the penknife of my brother?" "Here is the umbrella of my aunt." Anyone who has ever tackled a foreign language remembers such sentences all too well—along with memorizing long vocabulary lists and irregular verbs which were quickly forgotten. More often than not, at the end of the course, the would-be linguist found himself tongue-tied in any conversation which didn't center on brothers and/or umbrellas.

During the war the Army looked over such methods of teaching languages and found them hopelessly antiquated. Faced with the problem of instructing thousands of GI's in such exotic tongues as Thai, Malay, and Hindustani, as well as Russian and Serbo-Croatian, the War Department went shopping for a system which would teach ordinary Joes to speak and understand—and teach them in a hurry.

Eventually Army brass came upon a

tel, the station—and they lead quickly to everyday sentences to bootblack or barber ("I like my hair long in front and short in the back").

A native voice changes with each of the twenty languages recorded by the council, but on all sets it is Dr. Henry Lee Smith Jr.* who speaks the English. While a handbook shows spelling, the stress is always on speaking.

Send 100,000: In February 1943 the War Department took over the council's language records with the provision that rights would be returned at the end of the war. The program was a whopping success. A discreetly nameless member of Gen. "Vinegar Joe" Stilwell's staff in China heard the Chinese recordings and screamed: "My God, this is what we want! Send 100,000 to my theater." Another 100,000 order soon followed.

None of the twenty tongues—including more prosaic French, Spanish, and German—was available to the public during the war. In July 1946 the Army relin-

ustrial and commercial companies with foreign operations have bought sets to train personnel for work abroad. The largest buyer is the Creole Petroleum Corp. in Caracas, which needed to train foremen to handle its Venezuelan workers. The Navy is also a steady paying customer.

Me Too: In surveys completed last week, Holt found that in the past year sales have increased 311 per cent. In the same period buyers of the Russian records jumped 350 per cent.

Buyers felt Holt records were reasonably priced at \$50 per set regardless of language (the more common languages make up for the high producing cost of the exotic). The Linguaphone Institute, 44-year-old pioneer in language recordings, charges \$50 for European tongues—but more for the exotic. The Holt records give a vocabulary of at least 1,200 words and run for four hours, while Linguaphone's spin for about two hours.

Holt checked individual consumers—now well up in the thousands—to find out why they buy the series. Most had heard of the method through the Army and wanted to take the courses for culture and purposes of travel. The average Holt individual purchaser is about 40 years old, although one little girl of 6 has just started on French. Whether he studies alone, with his family, or with a group, Mr. America outnumbers the distaff linguist two to one. Except for geniuses or dunderheads, the average learning time for speaking any language is 200 hours.

Super Tester

When the College Board gave its first exams in 1901, the tests were taken by 973 candidates for 23 colleges. Educators had formed the board to bring some orderly uniformity to the chaotically varying entrance requirements of the nation's colleges—requirements which had high-school teachers and pupils alike cross-eyed with their differences.

In its annual report, issued last week, the College Entrance Examination Board announced that in the year ended last Sept. 30 more students than ever before took its exams. The 65,239 candidates for 437 colleges and universities who sweated through the 1947 tests topped the 1946 total by 42 per cent.

In the interest of further standardization of proofs of knowledge, the board also voted last October to join the new Educational Testing Service, with offices in Princeton, N. J., New York City, and Berkeley, Calif. The ETS, which started functioning in January, has also taken on the examining functions of the American Council on Education—which tests teachers as well as students—and of the graduate record office of the Carnegie Foundation for the Advancement of Teaching. In spite of its link with the super test service, the College Board remains autonomous.



A family learns spoken French through "guided imitation" on records

language method which had been developed by the American Council of Learned Societies. The council had been working on unusual languages since 1937, and with the aid of a \$100,000 Rockefeller grant had formed an intensive language program under Dr. J. Milton Cowan of the University of Iowa.

The new twist in tongues emphasized "guided imitation" through Vinylite recordings. In this process each sentence is broken down into short sections—"where," "where is there," "where is there a restaurant?"—with silent track allowing the listener to repeat each phrase immediately. Pronunciation and intonation are thus taught at once; vocabulary comes along as the student progresses. The first words are practical ones—the washroom, the ho-

quished its rights to the council, which set out to sell the records commercially. In cooperation with its Linguistic Society of America, the council chose the book publishers Henry Holt & Co. as sole distributors.

In August 1946 Holt issued its first sets of the Holt Spoken Language Series—identical with the Army disks. Since then Holt has sold recordings to 362 colleges and 348 schools. Cornell—where Cowan now teaches—uses the method exclusively in seven language courses. More than 100

*A speech expert at Columbia University, Smith attained prominence when he was only 26 with the *Where Are You From?* radio program he started in 1940. During the war he was the top Army man working with the recordings, and he now heads the State Department's Foreign Service language school. Since June 1946 he has trained 1,750 students there with this method.



Highways ahead

Do you remember the roads you bumped over when the family had its first car? Narrow, twisting, dusty in summer and muddy in winter, they made driving a nightmare.

Today, with hundreds of thousands of miles of roads already improved, we are building new highways—four lanes or more in width—smooth as a billiard table—surfaced to stand the punishing pace of 60-mile-an-hour traffic and the pounding of big trucks.

What has happened to our highway system is closely connected with the development of "Caterpillar" Diesels. Those big yellow machines that move earth in mammoth loads have done and are doing a giant's share of new road construction.

On hundreds of highway contracts, "Caterpillar" Diesel Tractors clear the right of way and take the tops off hills with their bulldozers, then pull huge scrapers to move earth from cut to fill. "Caterpillar"

Diesel Motor Graders level the road surface, build the shoulders and slope the banks. And "Caterpillar" Diesel Engines are everywhere, powering shovels, rollers, compressors and rock crushers, generating electricity for night lighting.

More highways, better and safer highways must be built all over America in the next few years, and "Caterpillar" Diesels will be in there speeding the job.

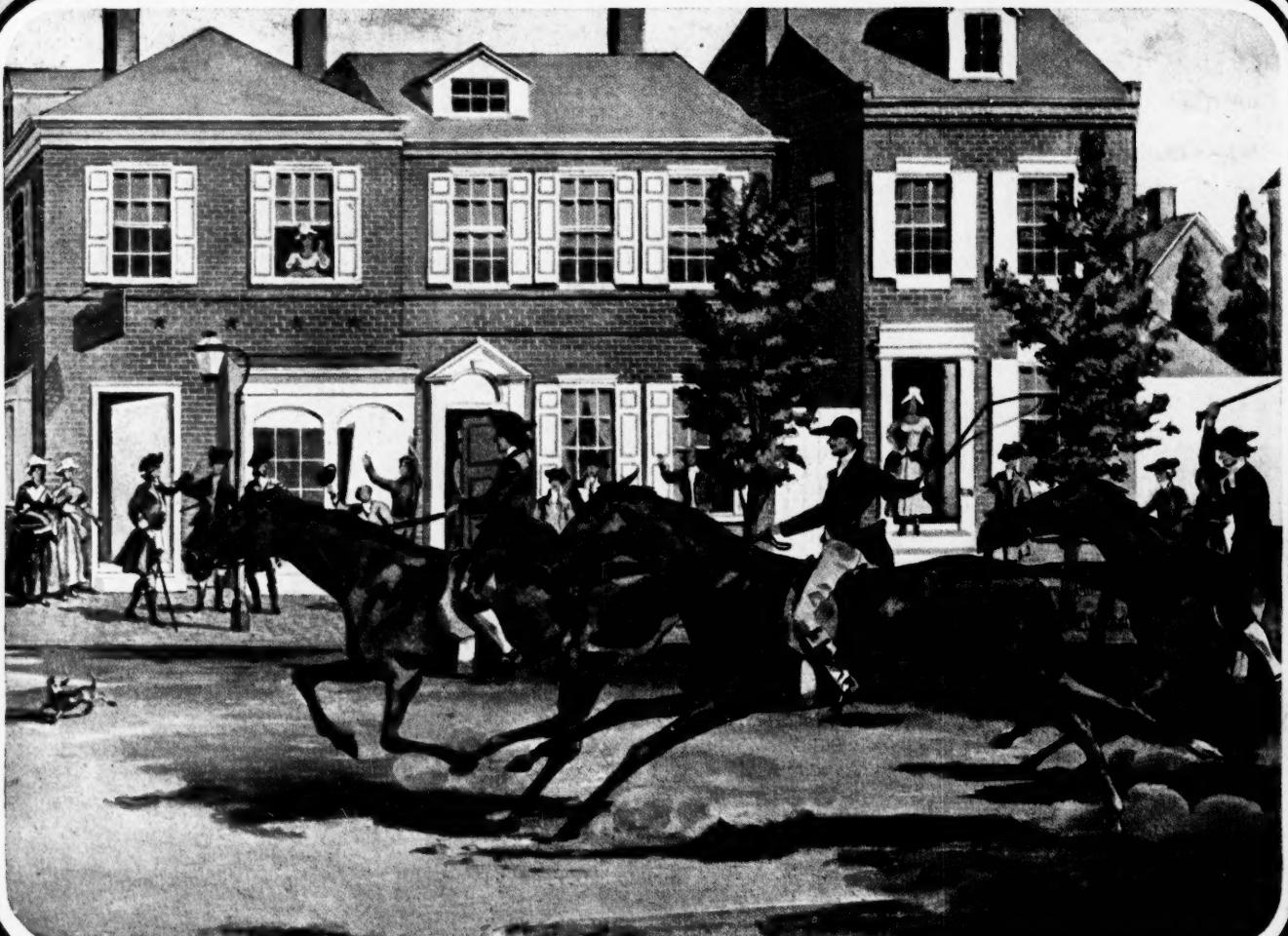
CATERPILLAR TRACTOR CO., PEORIA, ILLINOIS

CATERPILLAR DIESEL

REG. U. S. PAT. OFF.

WHEN YOU THINK OF
NEW HIGHWAYS, THINK OF THE BIG
YELLOW MACHINES THAT BUILD THEM

ENGINES
TRACTORS
MOTOR GRADERS
EARTHMOVING EQUIPMENT

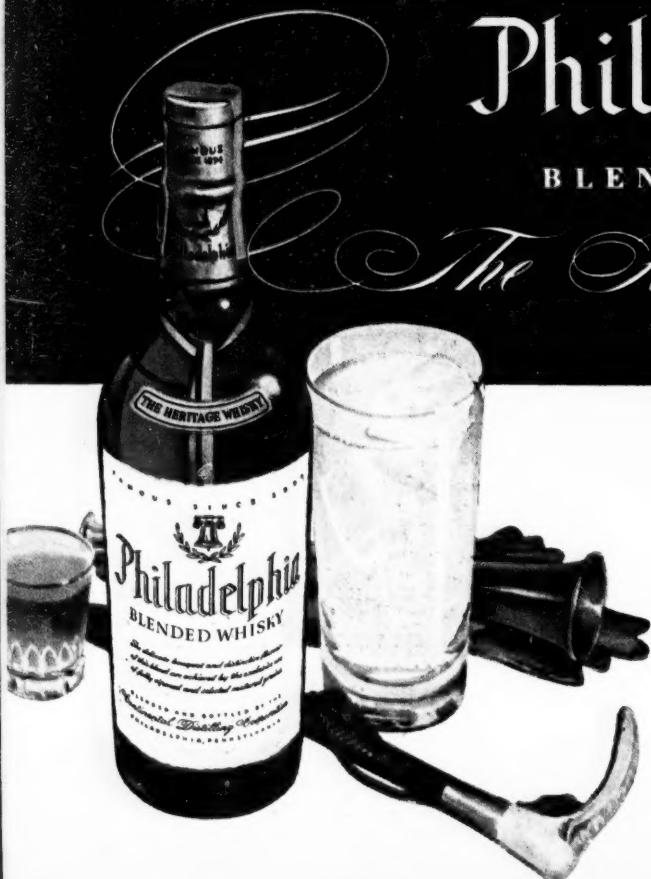


RACE ON SASSAFRAS STREET, PHILADELPHIA. 1752*

Philadelphia

BLENDED WHISKY

The Heritage Whisky



© 1948 C.D.C.

GOOD TASTE THROUGH THE YEARS...

We draw upon treasured reserves to
assure you of true pre-war quality!

*From a Series of Historic Paintings Designed for "Philadelphia"—The Heritage Whisky—Famous Since 1894

86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS • CONTINENTAL DISTILLING CORPORATION • PHILA. PA.

MOVIES

Murder Round the Clock

If there is anything wrong with "The Big Clock," the faults are minor, and John Farrow has directed the film at such a fast clip that no one will have time to notice them anyway. Sticking closely to Kenneth Fearing's exciting novel, Jonathan Latimer's script helps make for an entertaining unusual whodunit.

Just in case the title baffles you, it refers to a two-story clock with 25 dials that confidently show the time in practically any part of the world. The clock is the pride and the property of one Earl

Janoth (Charles Laughton), a publisher who owns the building and more profitable magazines than you could shake a newsstand at. The best editor in this mammoth organization is George Stroud (Ray Milland), who is responsible for Crimeways and has a gift for tracing lost persons.

In the spring of 1946, book reviewers generally took kindly to Ethel Vance's novel, "Winter Meeting"—a study of spiritual misunderstandings arising between a hero of the second world war who wants to become a Catholic priest and a sheltered, neurotic woman with whom he falls unhappily in love. So introspective a story as this seldom lends itself well to the visual and less patient medium of the screen. Bette Davis undoubtedly could have saved herself a lot of grief if she had realized this before agreeing to star in it.

Whatever the novel's merits, the film version of "Winter Meeting" amounts to little more than a marathon of second-rate dialogue and cigarette smoking. Miss Davis plays Susan, a pent-up New England girl living alone in New York with a closetful of family skeletons. One night she meets a war hero named Slick Novak (James Davis), an ill-mannered, expressionless character who appears to have a vocabulary of about fifteen words. Hardly

fortable position of hunting down himself so successfully that he realizes his only chance is to pin the murder on the man who committed it.

A routine synopsis doesn't indicate the suspense that charges "The Big Clock" all the way to its satisfying climax. Here is a murder story with a difference, and no loss in excitement. On the whole, the entire cast is excellent—with special mention for Elsa Lanchester's performance as a dowdy, starry-eyed portrait painter who appears only briefly but has a lot to do with the plot. (*The Big Clock*. Paramount. Richard Maibaum, producer. John Farrow, director.)



Laughton chooses Milland to hunt himself for murder

Janoth (Charles Laughton), a publisher who owns the building and more profitable magazines than you could shake a newsstand at. The best editor in this mammoth organization is George Stroud (Ray Milland), who is responsible for Crimeways and has a gift for tracing lost persons.

That about sets the scene. Laughton's Janoth is a little like his Captain Bligh with a touch of "The Hucksters," and the time comes when Stroud decides that working for him is less important than taking his wife (Maureen O'Sullivan) on a belated honeymoon. Unfortunately, he pauses briefly to get tight with the great Janoth's mistress (Rita Johnson). On his way out of her apartment he ducks Janoth coming down the hallway.

The next day, when the girl is found murdered, Stroud has a pretty good idea who did it, and Janoth knows that he had passed someone in the hall who could be tracked down and converted into a convenient scapegoat for the crime. Stroud, of course, is requisitioned for the job. Naturally, he finds himself in the uncom-

Muddled Meeting

In the spring of 1946, book reviewers generally took kindly to Ethel Vance's novel, "Winter Meeting"—a study of spiritual misunderstandings arising between a hero of the second world war who wants to become a Catholic priest and a sheltered, neurotic woman with whom he falls unhappily in love. So introspective a story as this seldom lends itself well to the visual and less patient medium of the screen. Bette Davis undoubtedly could have saved herself a lot of grief if she had realized this before agreeing to star in it.

Whatever the novel's merits, the film version of "Winter Meeting" amounts to little more than a marathon of second-rate dialogue and cigarette smoking. Miss Davis plays Susan, a pent-up New England girl living alone in New York with a closetful of family skeletons. One night she meets a war hero named Slick Novak (James Davis), an ill-mannered, expressionless character who appears to have a vocabulary of about fifteen words. Hardly



Refrigeration System Required by Georgia Photo-Engraving Plant — Chooses Frigidaire

Cool, constant temperature of developing solutions is essential in photo-developing for perfect negatives. Photo Process Engraving Co., Atlanta, Georgia, had difficulty maintaining the desired temperature with old-style equipment.

Mr. George Linnen, owner and president of the company, says, "With our Frigidaire equipment we get a constant supply of 65° water; it completely solved our problem. We prefer Frigidaire equipment to any other." T. E. Sullivan Co., Inc., Atlanta Frigidaire Dealer, engineered the installation.



For Meter-Miser compressors or any other refrigeration equipment, call your Frigidaire Dealer. Find his name in Classified Phone Directory.

You're twice as sure with two great names—**FRIGIDAIRE** made only by **GENERAL MOTORS**

The Quiet Beauty of

THE BLACK HILLS YOUR TRAVEL DATE FOR '48

The refreshing spectacle of the Black Hills, highest mountains east of the Rockies, is yours in friendly South Dakota . . . land of bewitching variety! The celebrated Badlands yield some of the world's finest fossil specimens, discoveries that contribute immeasurably to Prehistoric lore. Here Old meets New in breathtaking natural wonders. Scenic, historic South Dakota awaits you!

SEND FOR FREE BOOKLET!

SOUTH DAKOTA STATE HIGHWAY COMMISSION
A. H. Pankow, Publicity Director
Pierre, S. D.

SEEN IN ACTION BY 200,000

*Secretaries thrilled by demonstrations
of Super-Speed Smith-Corona*



"OUR office personnel was impressed by the speed, easy action and general efficiency of your typewriter," wrote an executive in a large banking firm.

"We all noted the superior writing qualities of your machine," wrote a transportation executive.

These comments typify the reaction of executives and secretaries alike

who saw "Correct Typing Technique," Norman Saksvig's demonstration of the Smith-Corona typewriter and its many typing aids.

Smith-Corona wins similar praise every day from typists who find Smith-Corona features step-up output and lessen fatigue! Executives are especially pleased by its low, decidedly low, upkeep cost.

AUTOMATIC MARGIN SET . . . A SMITH-CORONA "EXCLUSIVE"



We photographed a light on Saksvig's finger, and timed him with a stop-watch. Notice that one hand only is required

to position carriage and set both left and right margins. Time . . . one second! Figure that saving in a day's typing!



FREE PAMPHLET on "Correct Typing Technique" by Norman Saksvig—for secretaries and typists. Contains photographs and explanatory text of Mr. Saksvig's amazing demonstration of typing techniques. Available in quantity to Purchasing Agents or Office Managers. Write to Smith-Corona, Syracuse 1, New York, or see Branch Office or dealers.



SMITH-CORONA

OFFICE TYPEWRITERS

L C SMITH & CORONA TYPEWRITERS INC SYRACUSE 1 NY Canadian factory and offices, Toronto, Ontario.
Makers also of famous Smith-Corona Portable Typewriters, Adding Machines, Vivid Duplicators, Ribbons and Carbons

MOVIES

has he used three of them on Susan when she finds herself alone with him in her apartment. He goes rudely to sleep in a chair; then, after a few monosyllables, he takes her gruffly and inexplicably into his arms.

From here on, however, love plays second fiddle to an interminable exchange of confessions—Susan's involving a crazy father and a mother whose very name—Maggy Maguire—seems to be a blot on



Davis and Davis, two tortured souls

the family escutcheon, and Slick's something about how he stands with God as a potential priest.

The best that can be said for "Winter Meeting" is that its attempt to articulate Ethel Vance's obscure theme is a thoroughly honest failure, and that Bette Davis's talents are great enough to be sometimes apparent even in the midst of such unrewarding mediocrity. (WINTER MEETING. Warner Brothers. Henry Blanke producer. Bretaigne Windust, director.)

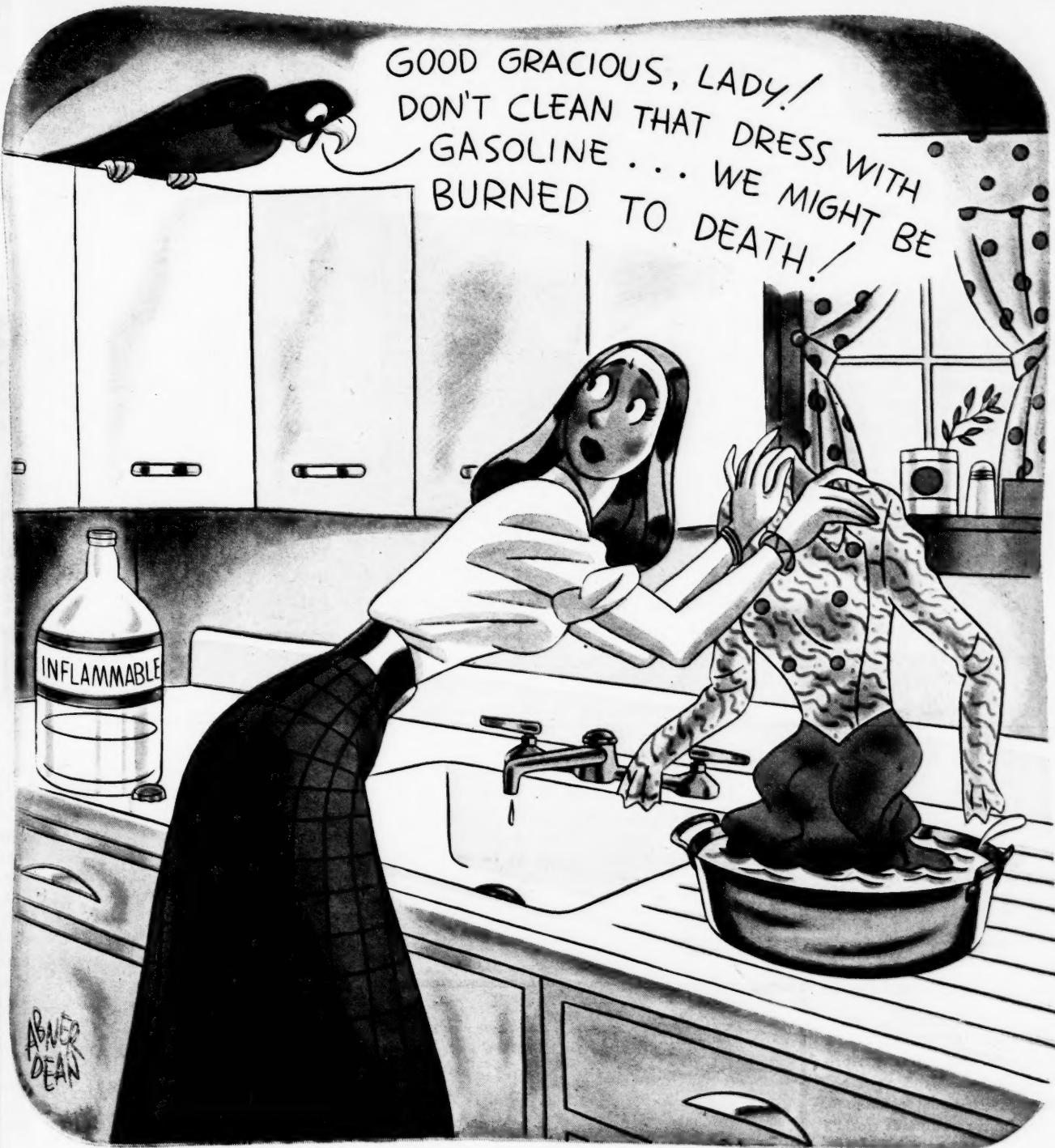
Orchid Underground

As French pictures go, "Mr. Orchid" is neither pretentious nor especially significant. So many foreign and domestic films have already dealt with the German occupation of various European countries that one more—this time concerning the struggles of the resistance in a small French town—is not likely to stir the moviegoer in any way he has not been stirred many times before. However, in "Mr. Orchid" the heroics and bloodshed are gratifyingly minimized, and the focus is on simple portraiture of the beleaguered villagers.

Chief of these is M. Martin (Noel-Noell), a placid, elderly insurance broker who even under Nazi domination, seems to prefer playing cards at the neighborhood café and cultivating orchids to violence and inconvenient political opinions. Only his daughter Monique (Nadine Alari) is alert enough to discover that he is really the leader of the local underground.

The story has the quiet, earthy charm

GOOD GRACIOUS, LADY!
DON'T CLEAN THAT DRESS WITH
GASOLINE . . . WE MIGHT BE
BURNED TO DEATH!



There is no safe way to clean clothing indoors with gasoline, naptha or similar inflammable products. A cigarette, pilot light, sparks from an electric motor or even rubbing the fabric together may cause a sudden flash of fire—often an explosion. Play safe. It's better to leave such jobs to experts.

This advertisement is published as a public service and to save lives and property.

Aetna Insurance Group



HARTFORD, CONNECTICUT

AETNA INSURANCE CO.
THE CENTURY INDEMNITY COMPANY

STANDARD INSURANCE CO. OF N.Y.
THE WORLD FIRE & MARINE INSURANCE CO.
PIEDMONT FIRE INSURANCE COMPANY

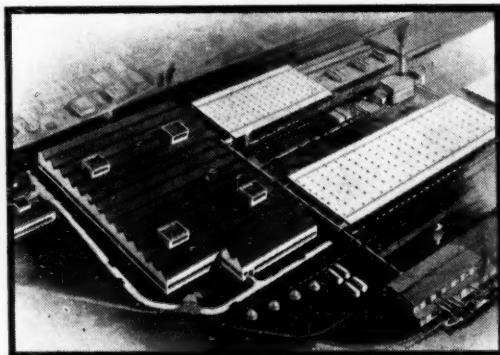
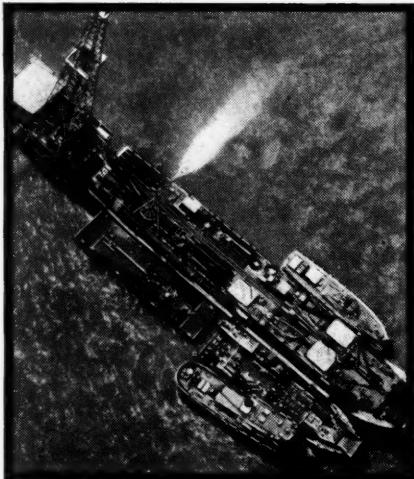
Since

the founding of the Aetna
in 1819...through wars, con-
flagrations and depressions
. . . no policyholder has ever
suffered loss because of
failure of an Aetna Com-
pany to meet its
obligations.

News from New Orleans...

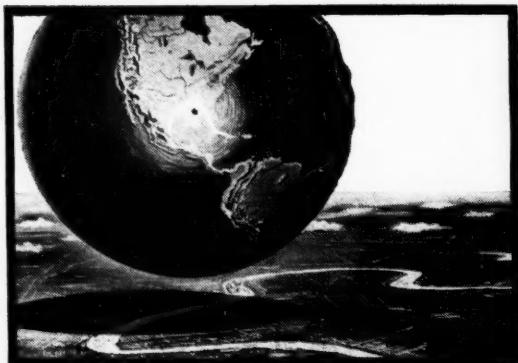
Recent Industrial Developments in the "International City"

NEW OIL WELL IN GULF typifies increased petroleum activities near this city. Manufacturers here are near limitless supplies of sulphur, salt, lignite, and wood, as well as rice, sugar cane, cotton, sweet potatoes—bases for wholly new manufacturing processes. New Orleans' newest industries are diversified, report quick progress.



NEW TWINE MILL planned by International Harvester Company—with savings on importation of hemp, jute, and other raw materials at this port. In addition New Orleans industries reach growing markets economically—in the Mississippi Valley, in Latin America, around the world.

MISSISSIPPI VALLEY WORLD TRADE CONFERENCE, New Orleans, April 15-16, re-emphasizes this city's position in international commerce. Shippers from throughout world's richest valley will hold group and panel discussions with business-leaders of other nations. General subject: "The Future of Freedom is our Business Future".



INDUSTRIAL ANALYSES SHOW IMMEDIATE OPPORTUNITIES FOR THESE INDUSTRIES NOW:

- Women's and children's apparel
- Paint and varnish
- Plastics
- Paper, glass, and rubber products

Write for detailed surveys on these—or ask for specific facts relative to your business.
Address Greater New Orleans, Inc. (a non-profit civic organization), New Orleans, La.

Greater New Orleans

GIVES YOUR PLANT THE THREE ESSENTIALS FOR PROFIT



MOVIES

of sincerity which long ago became virtually a trademark of the better French producers. (MR. ORCHID, Lopert Films. A BCM production. René Clement, director.)

Magnani the Magnificent

"Angelina" is the latest Italian film to be shown in this country, and just because it doesn't rank with the best is no reason to forget that this "best" has put Hollywood to shame. "Open City," "Shoe Shine," "To Live in Peace," and "Paisan," for instance. Basically, this film has a good deal of the quality that distinguished these other Italian films, but, most important of all, it brings back Anna Magnani, the star of "Open City."

This time Miss Magnani is a housewife in a postwar Italian slum, where black marketers flourish, landlords thrive, and the people starve because spaghetti is existent but unavailable to the poor. Magnani can take just so much pushing around, and one day she leads a woman's



Magnani wouldn't let children starve

revolution that hoots down the police and the viewers-with-alarm, and achieves the desired results in the name of food, transportation facilities, and better housing.

All this doesn't happen in one mass move of angry women on their enemies. There are other complications and, unfortunately, some of them are a little too pat to provide a really honest treatment of the film's urgent theme. On the other hand, "Angelina" is cast with real people and documented with dozens of the earthy, realistic touches that lift it far above what can only be called a contrived happy ending. Even so, Miss Magnani makes you believe every word of it with a superb performance. (ANGELINA, A Lux-Ora Film. Paolo Frasca, producer; Luigi Zampa, director.)



Modern Alchemy

**Reynolds transmutes Aluminum
into business gold**

Ancient alchemy never realized its dream of changing base metal into gold. But where fire and magic failed, modern business daring has accomplished a far more important "transmutation." For the enterprise of Reynolds made aluminum competitive and abundant . . . thereby turning a new base metal into *business gold*. Aluminum today stands as the single great exception in our national economy . . . priced at 30% below prewar!

With this unparalleled reduction in price, the go-farther advantage of aluminum's lightness makes it competitive. At $\frac{1}{3}$ the weight of steel, aluminum can go three times as far . . . creating better, lighter products that

command the preference of an aluminum-minded public. Look all around you for proof: automobiles, trains, appliances, furniture, building materials. Look, Mr. Manufacturer, at your own product. Your changeover to aluminum may be inevitable. But to realize it, and act first, gives you a distinct advantage.

You're operating in an age of modern Alchemy. Call on the company that stripped Aluminum of its mystery and its rarity . . . the company that has worked out new manufacturing techniques on its own production lines. Call in a Reynolds technician. Reynolds Metals Company, Louisville 1, Ky., Richmond 19, Va., and in all principal cities.

Reynolds pioneering made Aluminum competitive
...take advantage of it!





"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



© 1948, JOHNS SCHLITZ BREWING COMPANY, MILWAUKEE, WIS.

MEDICINE

The Atomic Peril Ahead

Two important medical conclaves last week gave the country's 200,000 doctors a shock. Both represented the first steps toward preparing the medical profession for any national emergency. Leaders emphasized that the meetings were held chiefly to meet the challenge of the atomic age, whether that age be peaceful or warring. But few doctors failed to get the significance of the warning.

Metropolitan Menace: In New York City, the Academy of Medicine met with the New York chapter of the Association of Military Surgeons to discuss the handling of possible military catastrophes in the city.

Dr. George Baehr, academy president, declared that liaison between military and civilian defense leaders was "absolutely essential" to insure proper medical defense units. Brig. Gen. George E. Armstrong, Deputy Surgeon General of the Army, concurred with Dr. Baehr and recommended an "over-all directing committee." This committee would study such "high-priority" problems as (1) education of doctors in special handling of defense against biological (germ) and atomic warfare; (2) a survey of metropolitan hospital facilities and of transportation facilities available for evacuation of patients; (3) a survey of available medical personnel by districts; (4) investigation of sanitary problems in the event of disruption of water supplies, and garbage and sewage disposal; and (5) the stockpiling of essential medical supplies.

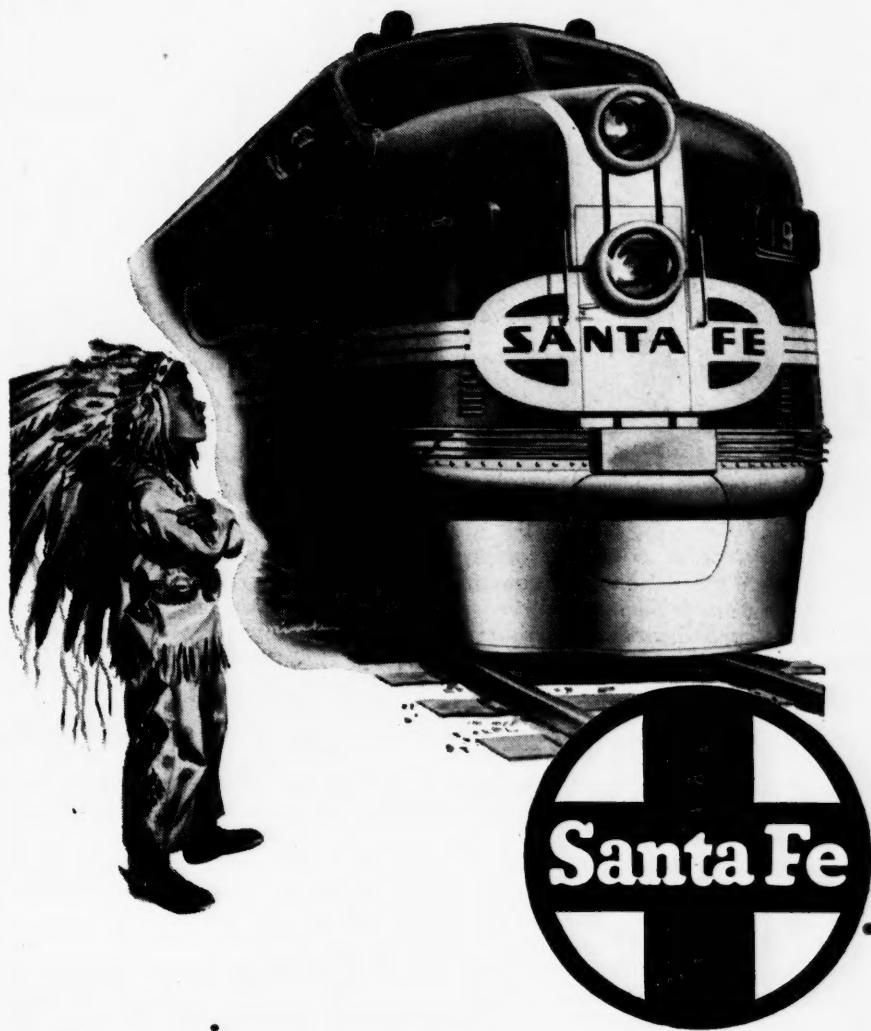
This program, which would require "the highest degree of coordination," would be worth-while, General Armstrong reminded, in case "New York City should ever have the misfortune to become a Hiroshima or a Nagasaki."

Foresight in Chicago: The American Medical Association devoted its spring session to a gathering of the members of its Council on National Emergency Medical Service. Top military and defense officials from Washington joined with leaders of the civilian medical profession in a discussion of physical damage from special weapons, such as atom bombs, biological products, and chemical agents.

For reasons of security the sessions were closed. But from daily press conferences these facts emerged: (1) In a future war, civilians would bear the brunt, with tremendous casualties from blast, burns, and radiation; (2) the country is unprepared medically; and (3) a start is being made toward better cooperation between the medical profession and the military than that which existed in the last war.

The AMA Council recommended that at least 116,000 doctors be kept at home to care for the civilian population if war should come. This would allow one doctor

Every inch the Chief



Yes, *Little Chief*, our Chief measures up to the name!

For it is the all-Pullman, extra-fare, transcontinental streamliner (along with the daily Super Chief) that is famous among discriminating travelers for smooth-riding speed, roomy comfort, and delicious Fred Harvey meals.

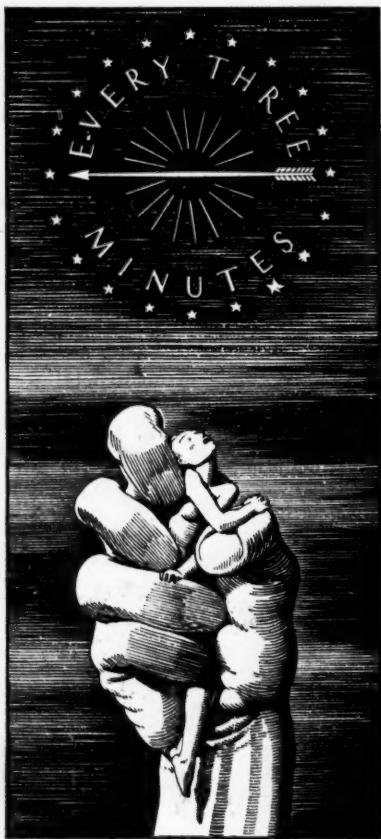
The Chief provides daily service between Chicago and Los Angeles, Chicago and Phoenix, Chicago and San Diego.

In conjunction with the New York Central 20th Century Limited, the Penn-

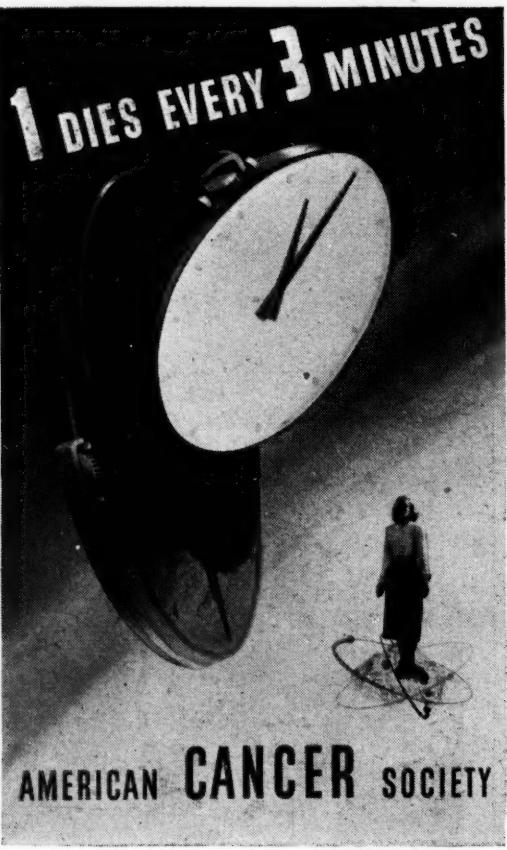
sylvania Broadway Limited, and Baltimore & Ohio Capitol Limited, it provides daily Pullman service between New York and Los Angeles, and between Washington and Los Angeles without changing cars.

SANTA FE SYSTEM LINES . . . Serving the West and Southwest

T. B. Gallaher, General Passenger Traffic Manager, Chicago 4



Fighting a Killer: Rockwell Kent's bookmark and L. Gussin's poster are among the contributions of twelve artists to the American Cancer Society's current drive. The campaign seeks \$16,000,000 to curb cancer's present toll—a death every three minutes.



M. Hollander

for every 1,250 civilians, as compared with the peacetime ratio of one doctor for every 740 persons in the United States. The council also suggested that some sort of priority system be established to regulate the call-up of medical officers.

For Atom-Bomb Attack: To Dr. Stafford Leak Warren, dean of the University of California School of Medicine, wartime chief of the medical division of the Manhattan District, and chief of the first radiological party to enter Hiroshima and Nagasaki, went the assignment of presenting candid medical details of atom-bomb attack without causing public hysteria.

It would take only "a few bombs" to destroy a city and contaminate the air around it, Dr. Warren said. Two hundred and fifty bombs dropped on the 25 largest cities in the United States (ten bombs to a city) would knock out the country as a political and economic force.

If half of these bombs were set off while they were in the air, they would create enough radioactivity in the stratosphere to imperil the whole world. "Nowhere on the globe would be safe," the scientist warned solemnly.

Dr. Warren's aim is to emphasize the need for educating medical and biophys-

ical experts on how to meet an atom-bomb attack. Burns and blast wounds would receive the ordinary treatment, he said. For treatment of the effects of radiation he prescribed "rest, food, transfusions, and prayer." A reporter asked which would be the most efficacious. Warren replied: "Not being there."

What Makes an Alcoholic

I am convinced that heavy social drinkers actually cause more trouble, as a group—and this group numbers into the millions—than do the estimated 750,000 alcoholics.

This conviction was voiced last week by Dr. Robert V. Seliger of Johns Hopkins Hospital, chief psychiatrist of the Neuro-psychiatric Institute, Baltimore. It is based on Seliger's twenty years of experience in handling drinkers of all degrees from the "light social" imbiber to the pronounced alcoholic. In conclusion, the psychiatrist warned of the increase in heavy social drinking, or "incipient alcoholism," and of the damage caused by these heavily "bourbonized" men and women in a "supersonic mechanical age."

'Handled' by Alcohol: The medical definition of an alcoholic is one whose drinking harmfully and definitely inter-

feres with his job standing and ability, his reputation, or his home life. This interference, according to Seliger, is shown by his inability to stop drinking at will. Promises, resolutions, and even threats, are powerless against this alcoholic domination.

In contrast, the social drinker can stop drinking at will. He may frequently be injudicious in speech or action, but he does not so lose self-critical judgment as to be involved in real jams or in fights with strangers and with the police.

However, Seliger explained, the heavy social drinker gets himself and others into trouble, and from his ranks the chronic alcoholic usually develops. The number of such drinkers is increasing—"At any hotel bar or grill you may see at any dining hour a number of well-dressed, presumably influential men who, as the rounds pile up, become louder, more argumentative, and expansive in movement." This produces inefficiency. "When calm judgment in business or profession is required, alcoholic states of mind are comparable to a cut-off in electricity at a peak hour of production."

The executive who dictates an erroneous letter and thereby loses several millions of the stockholders' investments "hurts and harms in a bloodless way," he added. So does the clerk who drinks during the noon hour and makes typographical or other errors the rest of the day. "Such episodes of 'absenteeism on the spot' from the to-down are probably as many as, perhaps more than, those of orthodox absenteeism due to alcoholism," Seliger said.

The doctor blames this condition on the prevailing social attitude toward heavy social daytime drinking. "If we could change this attitude so that it would not be considered obligatory or 'smart' to drink heavily, we would be saved much trouble, and so far as auto accidents are concerned, much tragedy."

History of an Alcoholic: The alcoholic, Seliger said, is a product of his ancestry—the way his parents and grandparents lived, how much they drank, and what their racial backgrounds were. The problem dates back to the heartaches and disciplines of childhood, to adult life experiences such as job changes, marriage and love affairs, to religion or the lack of it, to the drinking habits of the alcoholic's friends and to the social pressure to drink with them.

The alcoholic is also the victim of his own inner drives and ambitions. His self-esteem may be so immature that he needs to assert himself. And always, Seliger said, "there is his psychobiological make-up and its changing functions, which intertwine with his present life situation and his problems, real or imaginary." Consciously or unconsciously, he forms the habit of taking a drink as a "pick-up." Poor eating and sleeping habits over a period of time may also affect the drink-

er's biochemistry so that alcohol is more quickly toxic.

Individual motivations for excessive drinking were summarized by Seliger:

► A self-pampering tendency, which reveals itself in a refusal to tolerate, even briefly, boredom, sorrow, anger, disappointment, worry, depression, and feelings of inferiority and inadequacy.

► An instinctive urge for self-expression without the determination or staying power to organize this urge into creative productive action.

► A more than usual craving for emotional experiences which call for the removal of intellectual restraint.

► Powerful hidden ambitions without the necessary resolve to take practical steps to attain them.

► A tendency to flinch from the worries and responsibilities of life and to seek escape from reality by the easiest available means.

Alcohol's Pathology: Formerly, alcohol was thought to cause definite heart, kidney, and other organic damage. But, Dr. Seliger affirms, there has been little scientific evidence to substantiate these views.

Aside from bloodshot eyes, thick-coated tongue, and gastritis of varying degrees, all of which are temporary, most of the alcoholic's disorders are found in the neuro-psychiatric field. Alcohol depresses the higher brain centers, impairing or removing temporarily the brake power of judgment, discretion, and control. Thus primitive impulses are set free. "Alcohol does not make one 'tight,'" Seliger said. "It makes one loose."

In general, alcohol produces the following changes: (1) poorer coordination of thought and body action, (2) diminished acuteness of sensory perception, (3) delayed or weaker motor performance, (4) more frequent errors in precision work, and (5) diminished physical efficiency.

What to Do About It: Obviously, each alcoholic presents an individual problem and must be treated on that basis. He is a sick person, Seliger said, who needs competent medical and psychiatric care and follow-up supervision. He should not be made to feel, either in the home or in the community, that his illness is a crime. He should be given the same consideration—no more and no less—that an ex-tuberculosis patient receives.

But no one who has had an alcohol problem can ever again drink "socially," Seliger pronounced. Once a person's drinking has crossed the line into alcoholism, he can never "handle the stuff" again. He can re-integrate his personality and often achieve more than even in the early, social-drinking days. But "he must be a total, permanent, forever-after abstainer." These facts must be stated bluntly at the start of the treatment and accepted by the man or woman who hopes to learn intellectual control over alcoholic domination.

Thrill to This Beauty

GOOD TO LOOK AT...

A JOY TO USE...

A GEM TO OWN!



UNDERWOOD All Electric TYPEWRITER



FAST! When typing, your busy hands never have to leave the keyboard...even to return the carriage. Electricity saves you finger travel, hand travel...minutes that add up to hours.



EASY OPERATION! Lightly touch the keys...electricity does the fatiguing work. You'll be delighted with the perfection of work you attain with minimum effort.



ACCURATE TYPING! All Electric operation means even spacing between characters...clean-cut, uniform impressions...not shaded or blurred.



AND WHAT BEAUTIFUL WORK! Not only your letters, but your carbon copies are sharp and clear...you can make as many as 20 of 'em at a light finger touch.

Urge your boss to buy you an Underwood All Electric...and you'll *always* have his letters looking their best.

You'll keep looking *your* best through each day too...because operating an All Electric is not tiring. You'll simply breeze through your typing...all day!

You control keys, spacing, shifting tabulating and carriage return *electrically*...therefore more accurately.

It's a good-looker, too...the *world's most beautiful typewriter*. Your local Underwood representative will gladly demonstrate it, and let you try it.

Phone him...today!

Underwood Corporation

Typewriters...Adding Machines
Accounting Machines...Carbon Papers
Ribbons...and other Supplies

One Park Avenue
New York 16, N.Y.
Underwood Limited
135 Victoria St.
Toronto 1, Can.
Sales and Service Everywhere



Underwood ...TYPEWRITER LEADER OF THE WORLD

As Stimson Saw It

"On Active Service in Peace and War" is an ideal title for Henry L. Stimson's biography. Stimson began his career of public service as far back as 1906 when he became United States Attorney for the Southern District of New York. In the years that followed he served as Secretary of War under President Taft, as Governor General of the Philippines under President Coolidge, as Secretary of State under President Hoover, and as Secretary of War under Presidents Roosevelt and Truman. At present he is one of the nation's most distinguished elder statesmen.



Brown Brothers
Secretary of War for Taft . . .

Almost every President since McKinley has called on him in some capacity as an adviser. He helped "bust" trusts for Roosevelt I, and since then, among Republicans, he has been ranked as one of the most liberal, or at least broad-minded, members of that party. He did not follow Teddy into the wilderness in 1912, and his association with Wall Street has always been close, but his integrity has never been questioned and he has performed patriotic services unselfishly.

This book, which was actually written by McGeorge Bundy, is based to a great extent upon Stimson's own carefully kept diaries and is, therefore, a combination of biography and autobiography. It is an important historical document. While it is not sensational in style, the careful reader will discover much that in content comes close to being in that category. The historical-minded reader will find the account of Stimson's career as Secretary of State added evidence that his presence in Hoover's Cabinet and his Far Eastern policy were among the brighter spots of that unhappy administration. And, of course, his account of the recent war is firsthand material of the most valuable sort.

The headline-conscious reader, following the recent controversy over military aid to China, will be particularly interested in Stimson's animadversions on our wartime experience in that country. Stimson describes the problems and difficulties that beset the late Gen. Joseph Stilwell and records his regret that President Roosevelt, relying more on the inadequate evidence of some of his special emissaries, failed to provide Stilwell with the backing

he needed. Since Maj. Gen. Claire Chennault, wartime air commander of China, has recently given the whole bitter and tangled argument a new airing in the Scripps-Howard newspapers, Stimson's account comes as a striking piece of authoritative testimony on what actually occurred.

The history of the war as fought by the United States is richer for Stimson's honest account of what he saw and knew and did as a Republican member of President Roosevelt's Cabinet. His tribute to the wartime President is not the least interesting part of this book. (*ON ACTIVE SERVICE IN PEACE AND WAR. By Henry L. Stimson and McGeorge Bundy. 698 pages. Harper. \$5.*)

Introduction to Jefferson

Some twenty years ago Dumas Malone, who was then teaching history at the University of Virginia, could look from his windows and in the dim distance see Monticello. Everywhere he felt the influence of the third President of the United States and the founder of the University where he taught. He promised himself then that he "would write a big book about Thomas Jefferson some day." The first volume of Malone's "big book" was published this week.

In the intervening years Malone had led a busy and productive life. With Allen Johnson, he edited four volumes of the famous *Dictionary of American Biography* and by himself edited thirteen, thus establishing himself high in hierarchy of American scholarship. In addition, for seven years he was director of the Harvard University Press. At present he is professor of American history at Columbia University.

Although the dream of writing a "big book" never left him, until 1943 he could never spend more than six months at a time on the project. From then on, thanks to aid from the University of Virginia, the Rockefeller Foundation, and other generous sources, he has been able to devote himself to what eventually will be the four-volume "Jefferson and His Time."

Shortly before the Civil War, Henry S. Randall published his three-volume "Life," but, although much has lately been written about Jefferson, none, according to Malone, "has yet matched Randall in scope and impressiveness." This probably is true, but admirers of Claude G. Bowers's magnificent three volumes will not allow his study to be dismissed lightly. Bowers on Jefferson remains one of the minor classics of American political history.

Virginia Gentleman: Malone's "Jefferson the Virginian," as he calls this first volume, is a fine work of scholarship and writing. Covering the first 41 years of Jefferson's life, it deals in plentiful and admirably handled detail with his ancestry,



. . . Stimson in his long career held the same post under Truman



Here's why so many business men are buying and flying

America's No. 1 Utility Plane

MANY a middle-aged business man has told us, "I'm too old to learn how to fly"—only to find himself, flying on his own, soloing a Stinson, after about 10 hours' easy flying time!

That's not hard to understand. Almost anyone who can drive a car can learn to fly the new spin-resistant Stinson, quickly, easily and safely. This is just one of the reasons why Stinson has become America's biggest-selling 4-place personal plane—especially with

"over-40" owners who use it for year-round business and pleasure.

Stinson utility counts even more with these practical people. It carries 4 people and 100 pounds of luggage...or the pilot alone plus 640 cargo-pounds.

It's truly a "fly-anywhere" plane, too, with quick take-offs and slow landings. Cruising speed: 130 m.p.h. at 5,000 feet. Non-stop flying range, 554 miles.

See your Stinson dealer, today, for a demonstration flight!

For literature, write Stinson Division, Dept. N, Consolidated Vultee Aircraft Corp., Wayne, Michigan.

Stinson

For 22 years, builder of
America's most USEFUL personal planes



1. "I learned to fly at 47," says manufacturer Howard M. Smith of Holly, Michigan. "Now I use my Stinson constantly, to contact customers in every part of a 400-mile area."



2. "One rush delivery of the small springs we manufacture kept a customer's plant from closing down, and resulted in doubling our business with that firm," he adds. "That one flight alone more than paid the cost of my plane."



3. "I have more time with my family, too," Mr. Smith concludes. "The four of us take many pleasant trips in the Stinson. We feel it's safer than traveling by highway. There's nothing like a Stinson for fast, comfortable family travel!"

FREE FLIGHT INSTRUCTION

If you are a business or professional man interested in learning to fly, we invite you to inquire about your Stinson dealer's free flight instruction plan. Write W. H. Klenke, General Sales Manager, Stinson, Wayne, Mich. No obligation.

*He makes
his Stinson work
for a living!*

GUYAS WILLIAMS



SO YOU THINK YOU'RE INSURED...

"Milwaukee manufacturer's trusted employee forges \$100,000 in checks. Employer has a fidelity schedule bond, not blanket coverage. He *thought* he was insured. His loss—\$100,000."

Don't Take a Loss

29 different "gaps" in coverage can cost you money! Don't risk a loss by thinking you're fully insured. Know you have full insurance protection. Be safe, not sorry.

See your AMICO agent for all casualty, property insurance and bonds. AMICO is a strong legal reserve company paying dividends to policyholders.

FREE

Write for AMICO'S valuable new booklet, "29 Gaps in Your Bridge to Security," today. It may save you money!



AMERICAN MOTORISTS INSURANCE COMPANY
4740 Sheridan Road
Chicago 40, Illinois

Please mail me my FREE copy of "29 Gaps in Your Bridge to Security."

Name.....

Address.....

City..... Zone..... State.....

AMICO

Division of Kemper Insurance

BOOKS

youth, education, career as a young lawyer, the building of his great house at Monticello, his work on the Declaration of Independence, his writing of the "Notes on Virginia," his active career as a Virginia legislator and governor, and his early interest in the development of the West.

Although Malone has not unearthed any startlingly new material, he has gone always to original sources for the facts that make this a richly rewarding book. As nearly as any man could at this late date, he has breathed life into the young Jefferson and has brought together into one man all the many interests of his varied life. Strictly following the chronology of Jefferson's career, he has colored his story with a brilliance and depth that could only come from a deep understanding of Virginia and the days of its Colonial greatness.

Jefferson's acts and thoughts are treated freshly by Malone, who has the happy faculty of blending his subject's personality with the trends of his times. He never lets the reader forget Jefferson's status as a Virginia gentleman. He paints him as no rebel, no passionate believer in "democracy" as we understand that term, perhaps imperfectly, today. But he pays due tribute to Jefferson's interest in political reform. He is best when he shows the events of a turbulent period playing around the Virginian's tall and calm and philosophical form.

"Jefferson the Virginian" is an excellent introduction to one of the greatest of all Americans. If the three forthcoming volumes measure up to this, Randall's massive life can be set aside for all time. (*JEFFERSON THE VIRGINIAN*. By Dumas Malone. 484 pages. Little, Brown. \$6.)

Trivia of Adolescence

Once when he was a youth home from college, Max Eastman embarked upon a deliberate campaign to keep himself from becoming egotistical. It was a hopeless battle. As his autobiographical volume, "Enjoyment of Living," amply (603 pages) proves, Max Eastman is firmly convinced that other people will be as fascinated as he is by the most trivial facts about his own life.

Eastman was a product of the "natural aristocracy" of the pre-industrial era, endowed with a high and rigid moralism and a frustrated yearning for pagan freedom. His glimpses of that environment and the people in it, especially his mother, are always interesting and are always aggravatingly cut short in order to return to the main subject, the author himself—whose early life must have been one of the most painfully prolonged periods of adolescence on record.

There is much else in this book, if the reader can wade through the underbrush to get to it. Eastman was one of that lighthearted band who helped create an

FOR THOSE
WHO GO
FIRST CLASS

JACKNIFE WARDROBE

Unique in
both style and
utility the
HORN
JACKNIFE
WARDROBE
carries like
a suitcase...
serves you
like a trunk



About
\$300
at good stores
near you

A PRODUCT OF RICE-STIX
MANUFACTURERS • ST. LOUIS, MO.

GOING AWAY?



Protect your
travel funds with

NCB
NATIONAL CITY BANK

Travelers Checks

Backed by America's
greatest world-wide bank

THE NATIONAL CITY BANK
OF NEW YORK

ASK FOR THEM AT YOUR BANK
Member Federal Deposit Insurance Corporation

American socialist tradition just before the first world war. He brushed with the wisdom and the struggle and the pain and the aspirations of a very crucial time in our history. But in his story he gets too constantly in his own way. "I want," he says, "to do and be everything. I had been a poet, now I would be a pianist, next year a philosopher, then orator, agitator, reformer . . . and what in the end but a trifler?" What, indeed? (*ENJOYMENT OF LIVING*. By Max Eastman. 603 pages. Harper. \$5.)

Other Books

PARRIS MITCHELL OF KINGS ROW. By Henry and Katherine Bellamann. 333 pages. Simon & Schuster. \$3. This sequel to the late Mr. Bellamann's sensational best seller of a few years back, unfinished at the time of his death, was completed by his wife. Continuing the colorful chronicle of "Kings Row," this time on the eve of the first world war, it follows the anything but dull career of the young psychiatrist Dr. Parris Mitchell, who is now married to a young German girl and is employed by the State Insane Asylum. Unfortunately, the book is not up to its predecessor, either in writing or material, and gives the reader the feeling of its having been slapped together.

THE TIME IS NOON. By Hiram Haydn. 561 pages. Crown. \$3.50. A long, warmly thoughtful novel about the lost generation of the late '20s. Following the febrile careers of a group of college-age men and women, it uncovers several layers of American thought and custom, as exhibited in such varied places as a New England college campus, Back Bay, Greenwich Village, Montmartre, and even Southern cotton mills. An interesting, though not always clear, analysis of the moral and ideological disintegration of those times.

TWELVE WALKED AWAY. By Marguerite Gaylord Tate. 150 pages. Harcourt, Brace. \$2.50. This is the story of the five frightening days of exhaustion and near-starvation that Brig. Gen. Ralph Tate's wife and eleven other men and women suffered in 1946 after their C-46 crashed in the Alps en route from Vienna to Pisa, Italy. Mrs. Tate writes with justified maternal pride about her son Ralph, the pilot of the fated plane. Her account is simply told with humor and with respect for the heroics of nonheroic people.

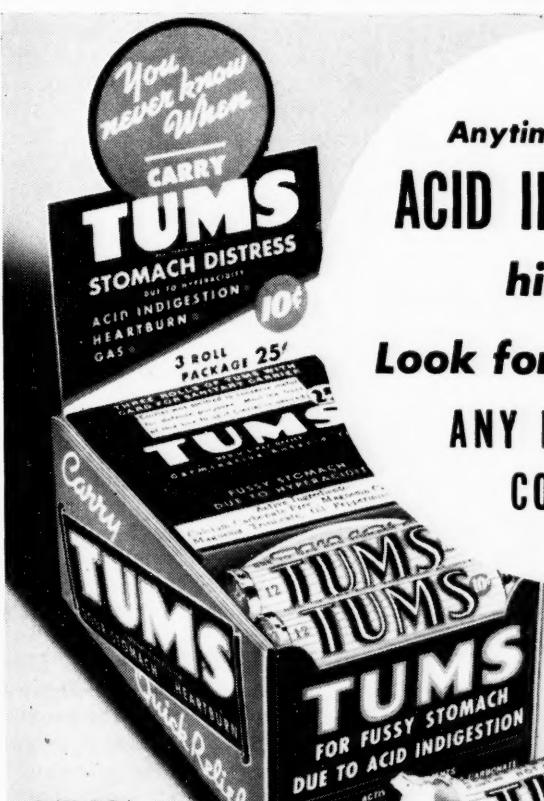
CROSS SECTION 1948. Edited by Edwin Seaver. 457 pages. Simon & Schuster. \$3.50. Seaver's fourth annual anthology is more varied in tone than its predecessors. In it are fifteen short stories (one by Nancy Wilson Ross), two novelettes, a sharp satire by Jessamyn West, part of Norman Mailer's forthcoming war novel, and two critical pieces. Though uneven in quality, this volume is more than worth dipping into.

Scene from a Woody Woodpecker Cartoon—A Walter Lantz Production

Here is the recipe for successful children's parties—lots of ice cream and home movies. The kids "eat it up" and it is so easy on mother's house and nerves. Endless happy hours, too . . . for your family and your friends, as they are magically whisked away in foreign travel, attending sports classics, or probing scientific subjects. Thousands of free, rental or purchasable films await your screening with the Victor Lite-Weight—specifically designed for your home and to show your personal silent movies as well. Economically priced at \$375.00. Write for Victor's "At Home" booklet.

Victor Animatograph Corporation

A DIVISION OF CURTISS-WRIGHT CORPORATION
Dept. NW-8—Home Office and Factory: Davenport, Iowa
New York • Chicago • Distributors Throughout the World

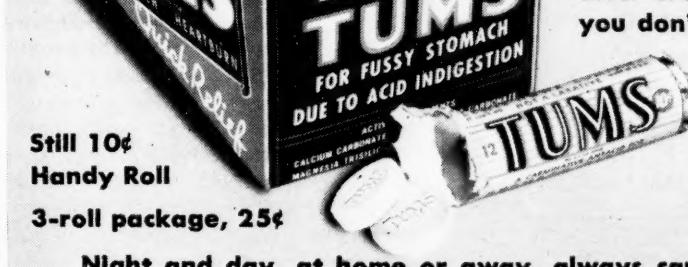


Anytime, anywhere

ACID INDIGESTION
hits you

Look for this box on
ANY DRUGSTORE
COUNTER!

Try one or two Tums
after breakfast. See if
you don't feel better.



The *idea* that made walking easier!

For the
BOLD LOOK...
ask for the
Crepe Soled Brigham



“Slipper-
free where
your foot bends”*

*Invisible extra width across the ball
of the foot...the comfort-feature
of all Bates Originals. Most styles
\$9.95 to \$12.95 in the U. S. A.

Made in Webster, Massachusetts,
since 1885 by Bates Shoe Company.

COPYRIGHT 1948, BATES SHOE CO.

BATES

Originals

Perspective Registered U. S. Patent Office

After Wisconsin

by RAYMOND MOLEY

CHICAGO—As this is written, after the Wisconsin primary and on the eve of the Nebraska and Illinois primaries, between 325 and 350 delegates have been selected for the Republican national convention. These are from New Hampshire, North Carolina, Minnesota, Louisiana, Kansas, Maine, Iowa, Arizona, Michigan, New York, Wisconsin, South Carolina, Virginia and Arkansas. A great majority of these delegates are not instructed. In cases where they are, the commitments are of every degree of moral, legal and political obligation. Hence, it would be impossible to make a nice tabulation of the relative strength of each candidate. The managers of the various candidates will make claims, of course, which deserve some discounting. But after a review of the available facts, a few wholly detached and impartial estimates can be ventured.

At this time, I believe 135 delegates, from New Hampshire, North Carolina, Louisiana, Kansas and New York, intend to vote for Dewey. Forty-seven, from Wisconsin, Minnesota and New Hampshire, intend to vote for Stassen. Nineteen, from South Carolina, North Carolina and Louisiana, intend to vote for Taft. Eight from Wisconsin intend to vote for MacArthur, and 41 from Michigan intend to vote for Vandenberg, if he does not object too positively. There is much dispute about the delegates selected in Maine, Iowa, Arizona, Virginia and Arkansas. Claims greatly overlap, but it is fair to say that Dewey seems to have the edge in Iowa; Taft, in Arkansas; with Stassen assured of some in Iowa, Arizona and Maine.

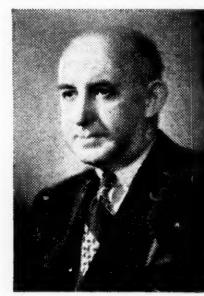
UNTIL and including April 28, and in this order, 287 delegates will be chosen in Illinois, Nebraska, Idaho, Kentucky, New Jersey, New York (where seven delegates-at-large remain to be selected), Hawaii, Oklahoma, Massachusetts, Pennsylvania and Delaware. If it is not easy to fathom the intentions of delegates already chosen, it would be foolish to guess at the intentions of people who are not yet chosen. Some of these states will have favorite sons who will be convenient screens to hide real intentions. The prospects for Dewey to get a majority of delegates from Idaho,

Kentucky, Oklahoma and Delaware are promising. Taft's prospects in the next two weeks at the moment seem better than those of Stassen.

That is about all the speculation I can afford this week.

Perhaps my caution is enforced by what happened in Wisconsin. Once again, the voters zestfully beat down the commentators, including this red-faced scribe. It was that way in 1944.

In any future speculation on what may be the final result, a few considerations should be kept in mind.



Stassen's campaigning over the past year was a performance without parallel in our political history. His movements from state to state were so fast that the ordinary newspaper reader grasped no idea of their magnitude. He has made friends—thousands of them—and he has made very few mistakes in conduct or in speech. The record will show him to have strength in many places where it is not now expected.

ON the other hand, Taft has an advantage gained by the apparent collapse of Democratic hopes. He is known to be a good party man. He is also known to senators and congressmen as a commanding intellectual leader, and they will be at the convention and will be powerful, especially in a deadlocked convention.

Dewey's assets are his strength in the polls, his administrative ability, and, most important and least recognized, the experience he and his managers have gained in two previous campaigns for the nomination. Every one of our states and territories has its known Republican leaders, its organizations and factions. To master the Who's Who in all those places is a stupendous task. The relations among those leaders and factions, their personal interests and commitments must be known. One must also know their reliability and the value of their promises. The Dewey people have much of that knowledge.

Wisconsin can and has injured the Dewey prestige and has made many a politician waver. But Dewey can stand some setbacks and still be a formidable contender.

SUNNY SAYS:

For quality that wins your favor
Try Schenley's Sunny Morning Flavor



**Next round, enjoy the luxury of
Sunny Morning Flavor!**

Mellow and golden as morning sunshine.

Schenley is especially created for your luxurious enjoyment. Schenley's unmatched blending skill and rare whiskey reserves make every precious drop a compliment to your good taste.

SCHENLEY

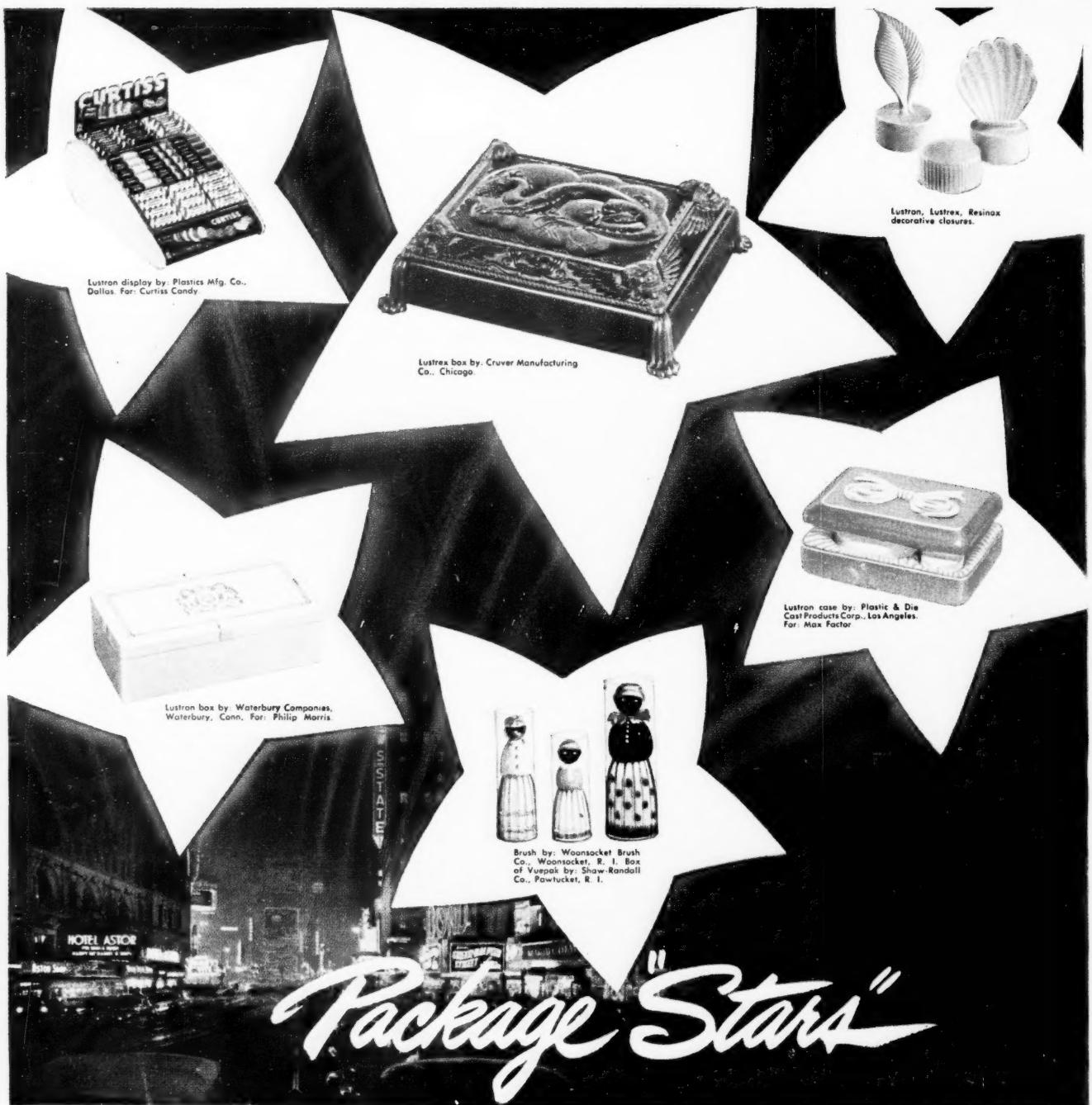
FOR SUNNY MORNING FLAVOR

A Schenley
Mark of Merit
Whiskey



Now available in
the distinctive
decanter as well
as the familiar
round bottle, in
both traditional
Schenley quality.

Pre-War Quality Blended Whiskey 86 proof. 65% grain neutral spirits. © 1948, Schenley Distillers Corp., N.Y.C.



with the Showmanship molded in!

Showmanship...the touch of magic that makes stars, breaks records...that brightens millions of eyes, opens millions of purses!

It's yours to command when you use a Monsanto Plastic...*the material that will put the spotlight on your package.*

Your product, your gift, can be presented in a sparkling, transparent individual "showcase" of Vue-pak that plays up and protects all its original freshness, color, form and beauty—or in a luxurious molded container of gleaming, rich colors, doubly appealing for its re-use

possibilities. Other ideas: your package may be crowned with a clever, new decorative closure—or enhanced with an ingenious operating or dispensing unit of economi-

cal, long-lasting Monsanto plastic.

Consult your package supplier or use the coupon to learn direct from Monsanto all about packaging with modern plastics.

Vuepak: Reg. U. S. Pat. Off.



MONSANTO CHEMICAL COMPANY, PLASTICS DIVISION
Dept. No. NWPI, Springfield 2, Mass.

Please send me information on Monsanto Plastics for packaging. I am in the _____ business.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

SERVING INDUSTRY...WHICH SERVES MANKIN