

WEEK'S COMPLETE TELEVISION PROGRAMS

THE

SUNDAY

10¢

Chronicle

NORTH JERSEY'S ONLY WEEKLY PICTORIAL MAGAZINE

Clifton

East Paterson

Fair Lawn

Garfield

Haledon

Hawthorne

Lodi

Little Falls

Mountain View

North Haledon

Paterson

Passaic

Pompton Lakes

Prospect Park

Singac

Totowa

Wayne

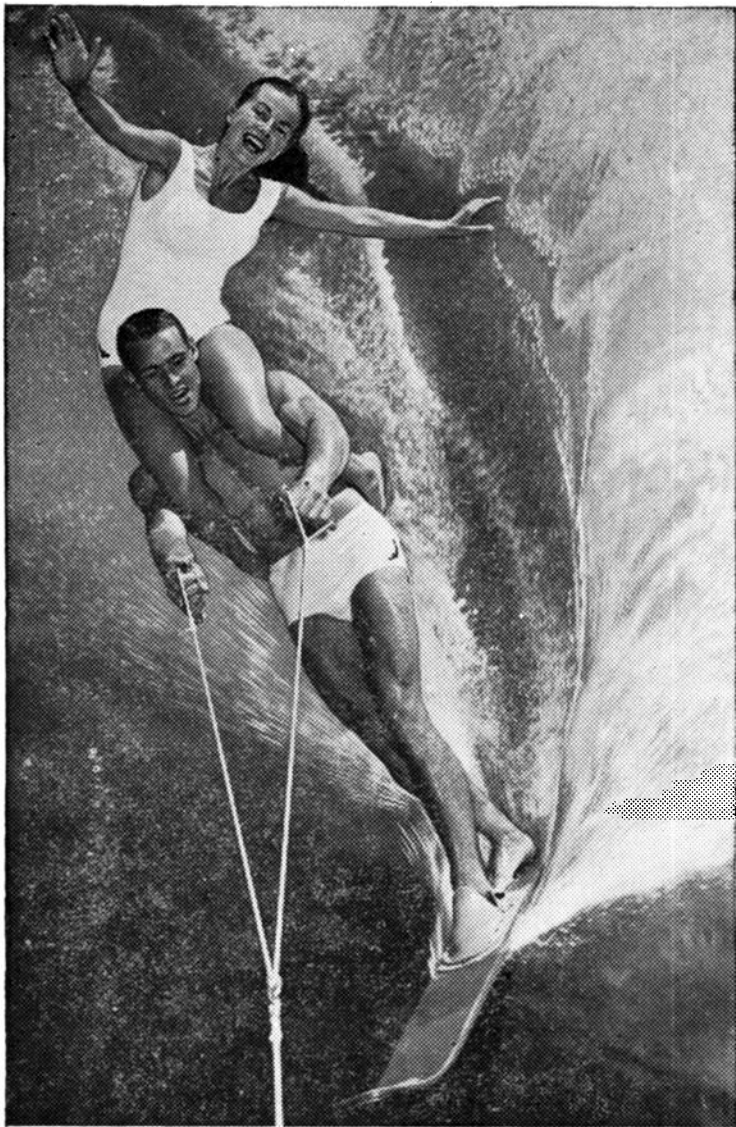
West Paterson



OCTOBER 4, 1959

STARS' WONDERFUL WORLD

VOL. XXXI, No. 40



AQUA-BATICS — Champion water-skier Mike Osborne and a lovely Aqua-maid make some difficult aqua-batics look easy. They and many other international champions and Aqua-maids will exhibit their skill and dexterity on water in scenes rarely before shown on television when the NBC-TV Network presents "The Greatest Show on Water" Sunday, Oct. 4.



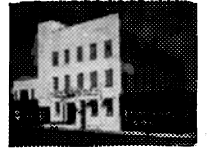
MENACE, ANYONE? — "Scarface" Bob Hope (right) gives orders to his torpedo men while his "doll" waits to go out on the town in a comedy satire of gangster era shows during the season's first "Bob Hope Buick Show" on the NBC-TV Network Thursday, Oct. 8. Hope's guests for the full-hour comedy telecast are (left to right) Natalie Wood and the Crosby Brothers (Gary, Dennis, Philip and Lindsay). Dean Martin also will be on Hope's guest star list.

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THE *Chronicle*

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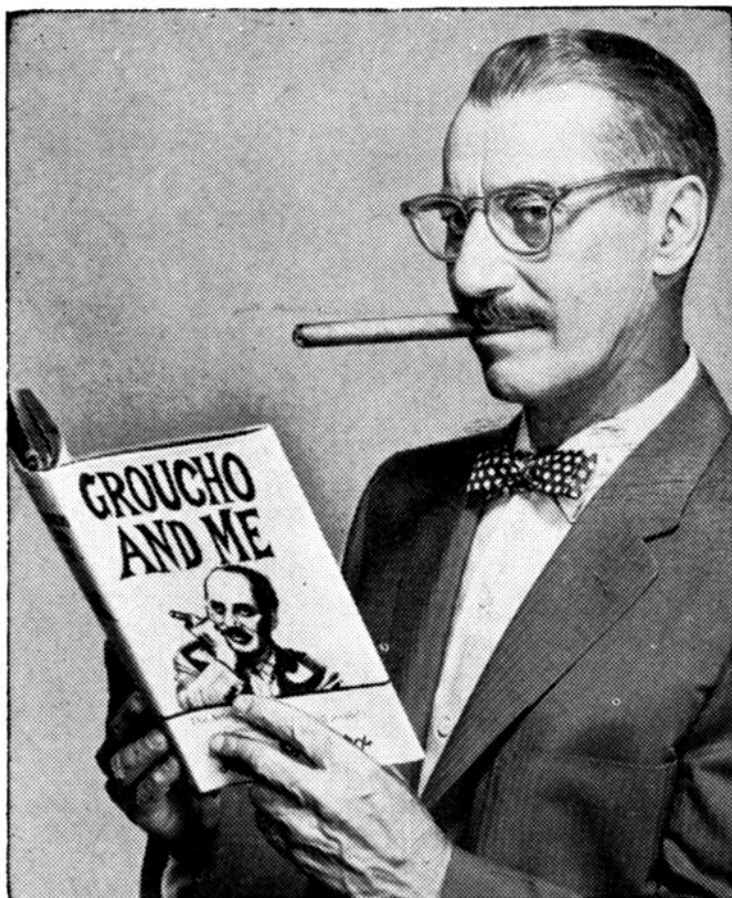
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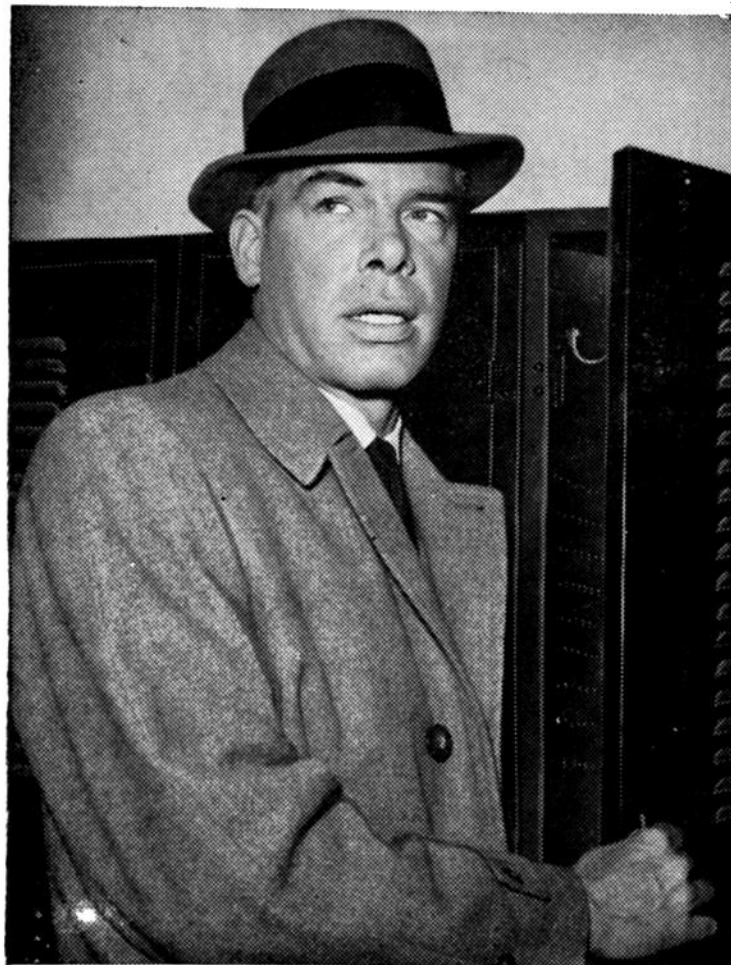
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COVER PICTURE:

Bosalind Russell (left, foreground) will act as hostess and the audience's guide and will be joined by such top stars as (proceeding clockwise) Eddie Foy, Jr., Kate Smith, Maurice Chevalier, Eddie Hodges and (center) Jack Paar in "The Wonderful World of Entertainment," premiere presentation on the "Ford Startime" colorcast



BOOKMARX—It's "author" Groucho Marx now, as the NBC quizmaster, comedian and raconteur displays his autobiography, "Groucho and Me," being published this month. Quips Groucho, "You Bet Your Life I think my book belongs in the best cellars."



'M SQUAD'—As tough, hard Detective Frank Ballinger, Lee Marvin continues his relentless search for criminals of many descriptions on the NBC-TV Network series Friday nights. The action-packed series begins its third season.

Many Jerseyites Injured In Boating Accidents

The most cheerful statistics on New Jersey waterways this year were those showing a decline in accidents on inland lakes where regulations have been enforced for many years, according to Conservation Commissioner Salvatore A. Bontempo.

The statistical report, prepared by the Bureau of Navigation, showed a considerable increase in serious and fatal boat accidents compared with a year ago. Particular attention to the fact that less than one per cent of the automobile accidents in New Jersey are fatal while boating accidents in New Jersey show a 14 per cent fatality rate. In other words, there are 14 more chances of death in boating accidents than in automobile accidents.

Even as the figures were compiled, marine law enforcement officers received word that a young girl had suffered serious brain damage following a night-time accident in which she was thrown against the windshield of the boat when the unlighted craft she was in struck a pole in a bathing area. A few weeks earlier a man had been tossed out of his boat by the wake from a speeding "racer." His chest was severely cut by the propeller blades of his outboard motor, and he is still hospitalized with a collapsed lung.

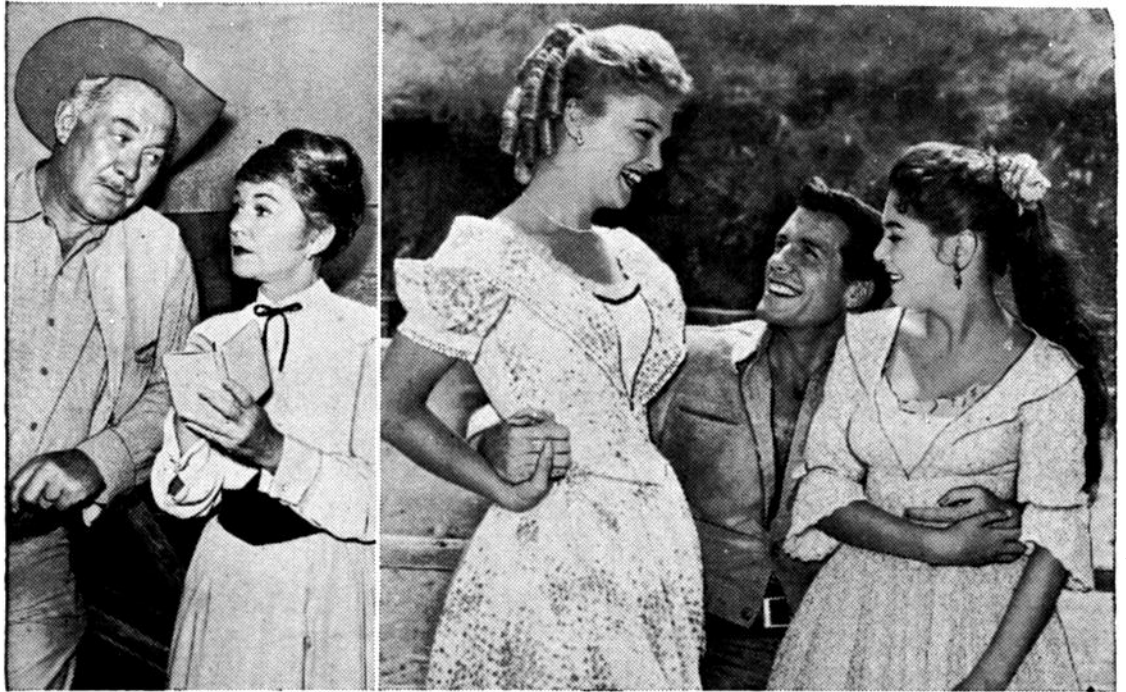
Two Mental Health Films Available For Public

"Hard Brought Up" and "Family Circus", two mental health films, will inaugurate the 1959-60 Film Preview Council of the Passaic County Mental Health Association.

"Hard Brought Up" is the story of two ten-year old boys who are brought before the Juvenile Court Judge. The judge looks behind the act itself and tries to handle the case in a way that offers the best chance for rehabilitation. To help him, he uses the services of a child welfare worker and the facilities of the local public welfare agency.

As the camera follows this worker through her activities on behalf of the court, the boys, their parents, and the community, the entire organization and facilities of child welfare services are revealed.

The second film, "Family Circus", is animated and in color. It deals with a young child's jealousy of her baby brother. The problem of young sibling rivalry is handled in a delightful and yet informative fashion.



'WAGON TRAIN' — The wagons move ever Westward on the NBC-TV Network's high-rated filmed adventure series, co-starring Ward Bond as Major Seth Adams and Robert Horton as Scout Flint McCullough. The full-hour series is scheduled Wednesdays. Shown at left is a scene from "The

C. L. Harding Story"; guest star Claire Trevor is shown with Bond. At right is a location shot from "The Tess MacAbbee Story" with guest stars Carol Byron (left) and Marlene Willis chatting with Horton. Bette Davis, Ann Blyth and many other headliners will be program guests during the season.



A TIME TO REMEMBER — The people, events, songs and crazes of a fateful decade are recaptured through factual film and music of the time in a new "Project 20" production, "Life in the Thirties," on the NBC-TV Network Friday, Oct. 16. Depression raged and voters turned hopefully to a new national leader, Franklin D. Roosevelt (top left). In the general upheaval came "swing" and a new breed of youth, the jitterbug (top center).

When Prohibition passed out, beer — real beer — came back and so did the corner saloon (top right). Britain's Edward VIII (bottom left) pushed even the Depression off the front pages when he abdicated to marry Mrs. Wallis Warfield Simpson of Baltimore. Prosperity was just around the corner — but what corner? When your shop went bankrupt, you could always sell apples at five cents a piece on the street corner (bottom right).

Conference On Aging Scheduled For January

Governor Robert B. Meyner recently accepted a grant of \$15,000 for use by New Jersey in preparing for the White House Conference on Aging. A check for that amount was presented to the Governor by Joseph B. O'Connor, regional director, United States Department of Health, Education and Welfare, in the Governor's office in the State House at Trenton.

New Jersey is pleased to participate in this National effort to explore ways and means of utilizing the skills and wisdom of our senior citizens, the Governor said in accepting the check. We are grateful to the Department of Health, Education and Welfare for this contribution which will be used to conduct studies on the aging within the State.

"The Governors' Conference on Aging which was held in April will be very helpful in preparing for the States' participation in the White House Conference," the Governor said.

In making the presentation, O'Connor stated that the underlying philosophy of this White House Conference on Aging — the first to be called in our history — is that it must be a citizens conference. It is hoped that all citizens, including many of the aged, will participate in community and state meetings which will be held before the White House Conference.

The White House Conference will be held in January, 1963.



FERNEL ROBERTS — Starring as Adam Cartwright, handsome Fernel Roberts portrays the eldest of three land-owner brothers in the Nevada Territory on "Bonanza," new NBC Saturday night full-hour color Western series.

Clifton Bank Office Reopened; Modernized

The Main and Clifton Avenues office of the First National Bank of Passaic County was officially reopened recently. The Mayor of Clifton, Stanley Zwier, was the first to open a savings account in the remodeled office.

F. Raymond Peterson, chairman of the bank's board, stated that, in addition to two new walk-up windows, one on Main Avenue and one facing the customer's parking lot in the rear of the office, an enlarged vault was installed, the safe deposit facilities improved and a rear entrance provided for the added convenience of customers.

The entire interior has been modernized and redecorated, with larger lobby space.

Drivers Licenses Being Revoked At Steady Pace

Ned J. Parsekian, acting director of Motor Vehicles, announced that 131 licenses were revoked during one week in September of New Jersey residents. The Division also revoked the reciprocity privileges of 325 non-resident motorists. These revocations came under the 60-70 Speed Revocation Program.

Since the first of the year, when the program became effective, 5,249 resident drivers and 11,440 non-resident operators have had their driving privileges revoked.

The breakdown is as follows:
New York 3440, Pennsylvania 4601, Connecticut 542, Massachusetts 369, Delaware 1113, Others 2375.

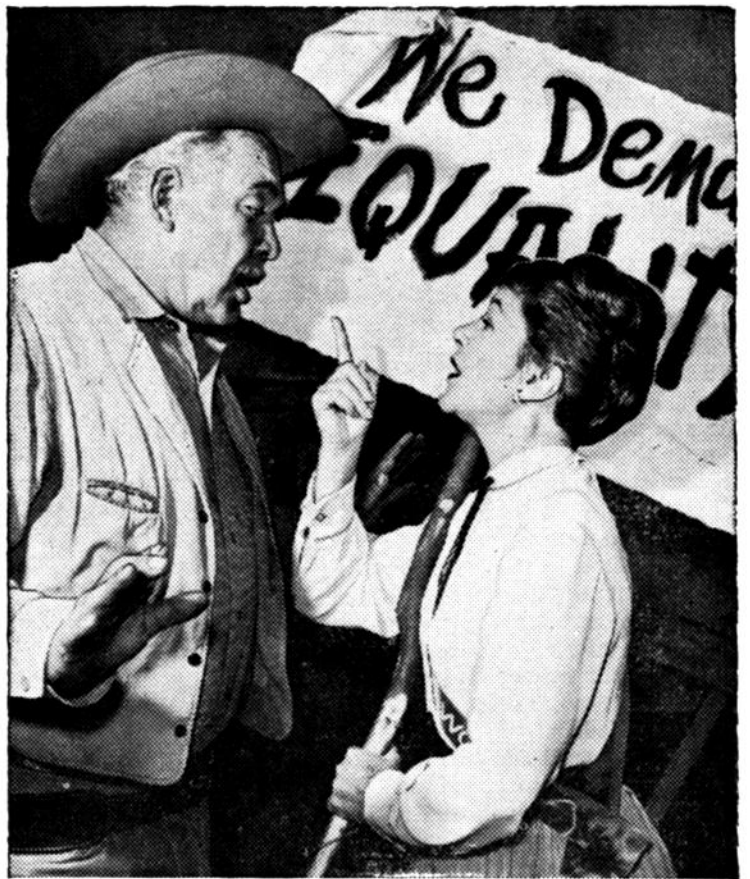
Hoelscher New President Real Estate Commission

Fred Hoelscher of Paterson was elected president of the Division of The New Jersey Real Estate Commission in the Department of Banking and Insurance for the term ending June 30, 1960, at an organization meeting held at the executive office of the commission Wednesday.

Edmund J. Lenny was elected fiscal officer for a similar term.

Commissioner Hoelscher was appointed to the commission in 1955 and Commissioner Lenny became a member in 1956.

The Commission, in addition to the above is comprised of Vincent P. Bradley, Trenton, D. E. C. Somers of Jersey City, and Alton W. Van Horn of Elizabeth.



WESTERN REPORTER — Guest star Claire Trevor portrays a frontier newspaper woman in "The C. L. Harding Story" on NBC-TV Network's full-hour "Wagon Train" telecast Wednesday, Oct. 14. She is shown with Ward Bond (wagonmaster Seth Adams) who co-stars on the series with Robert Horton (scout Flint McCullough).



VICTOR BORGE'S COPENHAGEN — The fish market in the capital of Denmark is one of the picturesque stops to be made in "The Victor Borge Show" on the NBC-TV Network, Friday, Oct. 18. The Danish comedian will give viewers of the telecast special a humorous tour of his native Copenhagen.

Porgies In Coastal Area Tagged For Research

Five thousand porgies swimming around in New Jersey coastal waters these days are important individuals.

Dr. A. Heaton Underhill, director of the State Division of Fish and Game, says these particular fish have been properly tagged, and much is known about each individual fish, including its age, length and weight, where it was released, and when it was tagged.

The returns of these tags will enable fishery scientists to know more about each fish, and to determine, in more detail, the movements of the porgies, where they spend the winter, and the types of harassment to which they are subjected. In addition, basic information on rate of growth and whether porgies return to spend their summers in the same place, may be revealed.

It was emphasized that this and other information can be obtained if fishermen will return the tags. This applies to sport fishermen as well as commercial, since each group has an important stake in the resource.

Our fishing resources are large enough to support both commercial and sport groups, he believes, providing adequate information is obtained so that sound management techniques can be promptly applied where needed.

A dollar reward is offered for the return of each tag and two dollars if the fish is returned with the tag.



THE JAZZ SINGER' — Jerry Lewis stars in the title role of the famous story, in his first performance in a TV dramatic book show, in "Startime" colorcast Tuesday, Oct. 13, on the NBC-TV Network.

If you hire someone to work for you, have him show you his social security card and then copy his name and account number in your permanent business record book. This will help you to file security tax returns.



A feller kin never be big time by just workin' half time.

Faith gives a feller a better religion than fear.

It keeps some fellers so busy takin' care of their middle, they simply can't make both ends meet.

Many a feller is sound asleep with his eyes wide open.

Many a feller shouts at the office who don't reign at home.

A good bridge player sure has to learn to take it on the shin.

The difference between a slow driver and a fast one is a few quick ones.

It's always harder to rise with no jack.

Yes sah, many a two cent sport has a million dollar ambition.

A lot of vacationists arrive home safely, brag and baggage.

Yep, rheumatism and pride make some folks a bit stiff.

A rusty mind seldom sets a shining example.

Folks who fall for things will lose their standin'.

When a gal is bent on doublin' up it's hard to straighten her out.

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A WEBSTER CLASSIC



THOSE WERE THE DAYS





By PAT PATTY

The Women's Division of the Passaic County Republican League will stage a fashion show on Thursday evening, October 15 at Republican headquarters, Smith and Union Streets. Preceding the fashion show will be a Chinese supper at 7 p.m. Shown in the "My Fair Lady" prevue, will be exciting new tailored ensembles for day-to-night designs, from early morning casual clothes to the utmost in evening elegance. Reservations for the dinner may be made by contacting: June Smith at LA 3-2615.

School 26 P-TA organization will sponsor a Hallowe'en party on Friday, October 30. The kindergarten through the third grade will have their party from 1 to 3:45. Classes four to six will have their party in the assembly. Grades seven and eight will have their party 7 to 9:30 p.m. in the gym.

The Passaic County Chapter of the American Cancer Society held the first public speaking workshop on October 1. The next two meetings will be held on October 8 and 22. Dr. Mark Karp professor of English at Paterson State College will be the visiting lecturer at the meetings.

The Women's Guild of the Eastside Presbyterian Church will sponsor a film depicting an armchair round-the-world trip. The trip will appear to be made on the Cunard luxury ship, Caronia. The presentation of the film starts at 8:30 o'clock. "Round the world on the Caronia" will bring as guide and commentator Watterson Lowe, Cunard cruise lecturer and world traveller. Mr. Lowe will welcome each guest with one of his famous "flowers-of-the-day", worn whenever cruise passengers come tramping down the gangway in Caribbean ports.

Two students from the Paterson area have entered their freshman year at the Rhode Island School of Design. They are Nancy C. Smith of 10 Watchung Drive, Hawthorne, and Walter G. Langer of 10 Park Street.

The Our Lady of Lourdes P-TA will hold its first meeting of the season on Monday. The Rev. John Mushinsky, spiritual director, will be the guest speaker. A cake sale will held following all Masses on Sunday. Coffee and pastry will be served.



GEORGE DE WITT ... star of the popular musical quiz, "Name That Tune," on the CBS Television Network.

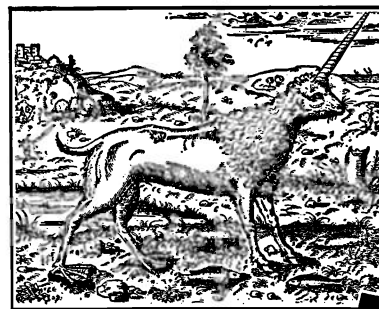


WILLIAM LUNDIGAN ... star of the new weekly program, "Men Into Space," on the CBS Television Network.



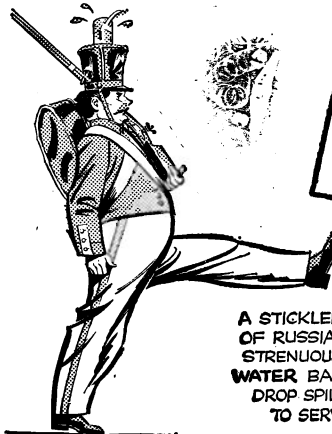
HEAD TURNER — Guest star Lana Turner, an infrequent television performer, has all the attention of host Milton Berle (left) and his other guest stars, Danny Thomas and Peter Lawford (right), during a number on "The Milton Berle Special" full-hour colorcast of comedy, song and dance to be presented on the NBC-TV Network "Sunday Showcase" Sunday, Oct. 11.

THAT'S A FACT



HORNING IN!

ALTHOUGH A MYTHICAL ANIMAL, THE UNICORN WAS SUPPOSED TO POSSESS MIRACULOUS MEDICINAL PROPERTIES IN ITS HORN! ACTUALLY THE "UNICORN'S HORN" WAS A SECTION OF AN ELEPHANT'S TUSK AND BROUGHT AS MUCH AS \$75,000 FROM GULLIBLE PURCHASERS!



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WATCH YOUR STEP!

A STICKLER FOR PERFECTION, CZAR NICHOLAS I OF RUSSIA MADE HIS SOLDIERS PRACTICE THE STRENUOUS GOOSESTEP WITH A TUMBLER OF WATER BALANCED ON THEIR HATS! FOR EVERY DROP SPILLED, THE UNFORTUNATE SOLDIER HAD TO SERVE THE ARMY AN EXTRA YEAR!



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EDITORIALS

RUSSIA'S ECONOMIC CHALLENGE

As every follower of the news knows, the communists have been stepping up their economic offensive against the free world, and they are going all out to step it up still further. Now the Chamber of Commerce of the United States has issued an important booklet, dealing with what this offensive means to American business, and with the difficult and extremely unusual problems that are involved. The report was prepared by a special committee of business executives and other experts.

The report emphasizes that "the potential threat of the communist 'trade and aid' program lies not so much in its size as in the ability of the bloc to stretch its resources far beyond their significance in world commerce — it could serve as a potent lever for disrupting free-world economic and political ties, undermining the position of free enterprise in commerce, and for enhancing the communist power position in the world."

The bloc's economic offensive has certain special and extremely significant characteristics. It is not an isolated endeavor but is, instead, thoroughly coordinated with political, diplomatic, military and other elements involved in foreign relations. Under communism, trade is totally centralized in the hands of the state and thus can be used in disregard of traditional trade patterns and to break a market price structure. The prices at which the Soviet can sell goods abroad need have no relationship to the cost of production at home. Goods can be disposed of at below-cost figures in order to gain political ends. On top of that, the report adds, "Soviet bloc foreign economic programs are highly selective and geared to exploit opportunities and weaknesses in the free world as they may arise."

The Soviet make full use of the fact that many of the less developed nations of the world have an ancient distrust of the West. The fires of local grievances, ambitions, and feelings of injuries are constantly stoked. Aid is offered and granted in highly attractive terms. The whole purpose is to persuade nations and peoples that the Soviet bloc is a friend, that Soviet industrial might is capable of meeting the need, and that close ties with the West are neither desirable nor necessary.

So much for the challenge. The report is predicated on the belief that American business can and must meet it. Our job, it says, is to find the means to perform a role in the world similar to that played by Britain in the 19th century, when she was the center of the world's trading system. It makes a long list of suggestions for us to follow. These include, here at home, high and stable levels of production and employment; rapid growth of the economy; increased productive efficiency that reduces costs, more research projects concerned with foreign trade and investment, and so on. Then, in its actions abroad, the report says, private business "can counter the communist offensive most effectively by participating in the world-wide process of constructive change through increased private foreign investment and enlistment of private managerial and technical talents in the development of the less developed countries." It provide numbers of specific proposals as to how this may be done.

In any event, the cold war has moved far along a new line and is moving faster all the time. Trade and aid are the weapons.

WHAT TO DO ABOUT IT?



The Editor Speaks

By VINCENT S. PARRILLO

Thinking is a rather peculiar sort of process. Everybody who thinks he is thinking certainly is not necessarily thinking.

The power to think has been given to everybody. The ability to think, on the other hand, is not nearly as universal.

Scientists say that it is THINKING which differentiates the human being from the animal.

Yet, I have seen dogs walking carefully along the edge of a road to avoid oncoming cars, while human beings — the THINKERS — deliberately hogged the road at 60 miles an hour and did not care whom they killed or maimed.

Many a time I have sat down and said to myself, "Now I'll think up a column." Immediately my brain shut tight like a door that had been slammed shut by the wind.

At other times, I might have been talking or "thinking" of something altogether remote from writing, when suddenly, there it was.

But unless I immediately rushed to a pad and pencil and jotted down my "thought", it was gone — usually forever.

I always keep a pencil and paper alongside my bed. Sometimes — often, as a matter of fact — I wake up in the middle of the night and an idea for a column or an article is there as clear as a sunny day. But, unless the idea is put on paper at once, it, too, is gone forever.

The process of thinking is, indeed, mysterious. To be ABLE to think, one has first to learn how to think.

And how to learn to think? I wish I knew.

Nearly Half Million Jersey Automobile Drivers Have Received Their New Registration Plates

481,000 sets of license plates were mailed to New Jersey passenger car owners during the first three months of the General License Plate Replacement Program, it was reported here today by Acting Motor Vehicle Director Ned J. Parsekian. This quota of license plates was sent to motorists whose registrations were renewed during February, March and April of this year.

This allotment of license plate mailings does not include commercial registrations, medical doctors, or courtesy plates. License plates in these categories will be mailed later this year.

During the month of August, 169,700 sets of straight passenger plates were mailed from Trenton to motorists who renewed registrations last April. Under the replacement program, new plates are mailed four months after a registration is renewed.

Director Parsekian disclosed that less than two per cent of the total mailings were declared undelivered by the postal authorities. It was pointed out that this percentage is far under the rate of undelivered mail reported by the nation's top mail-order houses. The returned license plates are being held at the Division of Motor Vehicles awaiting word from motorists regarding remaining instructions.

Director Parsekian again stated that motorists who renewed registrations during February, March, and April and who have not received their new license plates should write to the Division of Motor Vehicles, State House, Trenton, noting their proper mailing address, license plate number, and expiration month of their registration. He advised that such information could not be accepted over the telephone.

Dr. Norman Vincent Peale's Book "The Power of Positive Thinking" Psychologically Helpful

When Dr. Norman Vincent Peale's "The Power of Positive Thinking" first appeared in the bookstores in October 1952, more than two million Americans eventually bought the work of the famed Protestant clergyman-author to learn of his dynamic new approach to the problems of modern living.

"This is a result book," says Dr. Peale in his introduction. "It is the story of thrilling things which took place in the lives of thousands of people when they applied the principles of dynamic change."

One of the recurrent themes of positive thinking is: act as if it were impossible to fail. By pursuing this belief many people have been enabled to overcome grave problems.

Dr. Peale cites the moving story of a woman in San Francisco who owned a flourishing restaurant. She was stricken with a sudden blindness and then, to cap her grief, her husband died. With a resolve she drew from some deep inner strength, she grimly determined not to be beaten by her lack of vision or her terrible loneliness. Thus, as best she could, she carried on. Each day found her learning some new way to conquer adversity. The firm belief in positive thinking which motivated her spirit finally brought her peace of mind and material success. Today she lectures on cooking up and down the West Coast, operates a prosperous frozen food business, and serves guests at her pleasant home delicious meals — which she cooks herself.

Dr. Peale highlights these cardinal points:

1. Clearly define what success means to you. Don't make the mistake of having only material success as your goal: there is the wealth of the spirit and of the intellect as well.

2. Paint a mental picture of yourself as succeeding. Hold that picture before you and it will materialize. With positive thinking you can actually change the conditions of your life.

3. Bring God into a central place in your thought pattern. Pray: seek His guidance.

4. To maintain your success with poise, and without tension, learn to share. Teach others how to think positively, and achieve the same results with their lives that you have with yours.

Do you face failure? Are you assailed by recurrent doubts of personal competence? Are you troubled by fears, or a sense of basic insecurity which robs life of the delights of achievement? In all these circumstances Dr. Peale indicates how positive thinking can produce meaningful results.

According to Peale, Christianity is a mechanism designed to transmit power from Jesus Christ to the individual. It teaches techniques for obtaining that inner peace from which power comes.



'THE ARTHUR MURRAY PARTY' — The effervescent hostess, Kathryn, and the nation's dancemaster, caught in one of his smiling moments, star in the popular NBC-TV Network dance series colorcast Tuesdays during the new season.



'BELL TELEPHONE HOUR' STARS — The opening Bell Telephone Hour colorcast of the new season will feature music and dance, both popular and classical Friday, Oct. 9 on the NBC-TV Network. The stars are (l. to r.) violinist Zino Francescatti, ballerina Nina Novak, singer Alfred Drake, jazz trumpeter Red Nichols, singer Sally Ann Howes and, seated before the piano, vocalist Connée Boswell. The Kingston Trio also will participate in the full-hour musical program.



'FIVE FINGERS' — David Hedison stars as Victor Sebastian, an American counter-espionage agent posing as a theatrical agent, and Italian actress Luciana Paluzzi is co-starred (in her American TV debut) as a French marquise in the new NBC-TV Network action-adventure series scheduled Saturday nights.



Mr. Smith: "My wife asked me for a check for \$50 for a new dress and I gave her a check for kisses . . . 1000 kisses. Well, what are you laughing at?"
Routeman: "I cashed it."



A white-haired gentleman arose from a barber's chair in a shop off New York's Times Square, looked at himself in the mirror and remarked, "You certainly give good haircuts in this country."

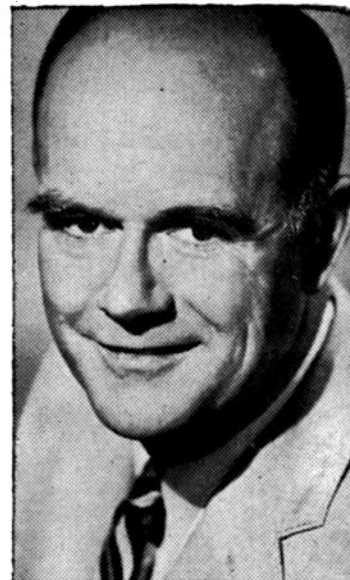
"Thank you, sir," said the barber, pleased. "What country are you from? The gentleman replied: Tennessee."



JOHN CASSAVETES — Starring in NBC-TV Network's new Thursday night detective-adventure series, "Staccato," John Cassavetes portrays a hard-hitting jazz pianist who dabbles in sleuth work.



ED SULLIVAN . . . continues for the 12th year as host of "The Ed Sullivan Show," on the CBS Television Network.



BOB SWEENEY—As the fabulous, unpredictable Fibber of Wistful Vista, Bob Sweeney stars in the "Fibber McGee and Molly" programs on the NBC-TV Network each Tuesday night.



JOHN CASSAVETES — Starring in NBC-TV Network's new Thursday night detective-adventure series, "Staccato," John Cassavetes portrays a hard-hitting jazz pianist who dabbles in sleuth work.

Crossword

ACROSS

1. Short letter
5. Guided
8. State of insensibility
12. Tip
13. Before
14. Egg shaped
15. Breathe rapidly
16. Craft
17. Twisted
18. Older people
20. Young organism
22. Instinctive
24. West Indies island
27. Plants
31. Entire
32. Boundaries
33. Fish eggs
34. Indian province
36. Angry
38. Etch
41. Scanty
44. Sex
48. Hawaiian dance
49. Night before
51. Great lake
52. Spoken
53. Transgression
54. Deteriorated
55. Make one's way
56. Superlative suffix
57. Ran

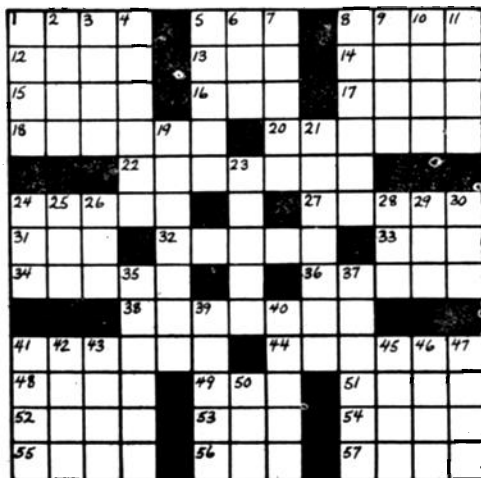
DOWN

1. Back of neck
2. Precious stone
3. Care for
4. Area
5. Smallest amount
6. Make a mistake
7. Hinder
8. Kind of stone
9. Above
10. Numerous
11. Female singing voice
19. Dried grapes

21. Very large
23. Beneath
24. Possessed
25. Malt drink
26. Sick
28. Period of time
29. Speck
30. Look at
35. Proclaim
37. Begins again
39. Farm fowl
40. Representative
41. Exhibit
42. Unadulterated
43. Man's name
45. Let fall
46. Ireland
47. Rip apart
50. Vigor

Answer to Cross Word Puzzle on Page 15

SOLUTION 7-7-58



TV Shows This Week

WCBS-TV-2
WABC-TV-7

WRCA-TV-4
WOR-TV-9
WNTA-13

WABD-5
WPIX-11

These TV Morning and Afternoon Programs Are Repeated
Monday Through Friday from 7:00 a.m. to 5:30 p.m.

7:00
2—News
4—Today
8:00
2—News
7—Little Rascals
8:30
5—Sandy Becker
7—Beulah
9:00
2—Topper
4—Hi Mom
7—Movie
9:30
2—Our Miss Brooks
7—Movie
10:00
2—On The Go
4—Dough Re Mi
5—Movie
7—Memory Lane
10:30
2—December Bride
4—Treasure Hunt
7—Star Playhouse
11:00
2—I Love Lucy
4—The Price Is Right
7—Time For Fun
13—Ding Dong School
11:30
2—Top Dollar
4—Concentration

5—Romper Room
7—I Married Joan
12:00
2—Love of Life
4—Tic Tac Dough
7—Across The Board
13—Cartoons
12:30
2—Search For Tomorrow
4—It Could Be You
5—Cartoons
7—Pantomime Quiz
12:45
2—The Guiding Light
1:00
2—News
4—Dr. Joyce Brothers
5—Cartoons
7—Music Bingo
13—Movie
1:30
2—As The World Turns
4—Dial 4
7—Memory Lane
9—Movie Time
11—Growing in Spanish
2:00
2—For Better or Worse
4—Queen For A Day
7—Day In Court
9—Movie
13—Movie
2:30
2—House Party

4—World Series
7—Gale Storm
3:00
2—The Big Payoff
4—Young Dr. Malone
5—Orient Express
7—Beat The Clock
9—Corliss Archaer
3:30
2—The Verdict Is Yours
4—From These Roots
5—Racket Squad
7—Who Do You Trust
9—Movie
13—Curtain Time
4:00
2—Brighter Day
4—House on High St.
7—American Bandstand
13—Richard Willis
4:15
2—The Secret Storm
4:30
2—The Edge of Night
4—Split Personality
5—Mr. District Attorney
13—Junior Town
5:00
2—Life of Riley
4—Movie
5—Allen Freed
9—Riders of Death Valley
11—Bozo the Clown

9:30
2—Have Gun Will Travel
4—Five Fingers
11—Soldiers of Fortune
10:00
2—Gunsmoke
5—Hy Gardener
7—Target
11—Champ. Wrestling
10:30
2—Markham
4—It Could Be You
7—Sea Hunt
9—Bowling
11—Movie
11:00
2—News
4—Sat. Night News
5—Movie
7—Pro Football
13—Movie
11:15
2—Movie
4—Movie Four
11:30
5—Movie
9—Nightmare
1:15
2—Late, Late Show

7—Movie
11—Football
2:30
4—World Series
5—Mystery Is My Business
11—Mark Saber
13—Movie
3:00
5—Movie
7—Open Hearing
9—Movie
11—Inner Sanctum
13—Movie
3:30
2—Movie
7—Movie
9—Movie
11—Dangerous Assignment
13—Movie
4:00
2—Pro Football
9—Movie
13—Movie
4:30
2—N. Y. Forum
9—Movie
13—Movie
5:00
2—Last Word
5—Sherlock Holmes
7—Willie Wonderful
5:30
2—G. E. Coll. Bowl
5—Mr. District Attorney
7—Lone Ranger
11—Casey Jones
13—Movie
6:00
2—News
5—Western
7—Annie Oakley
9—Bowling
11—Popeye—3 Stooges
13—Movie
6:30
2—The 20th Century
7—Hawkeye
11—Brave Stallion
13—Sherrwood Forest
7:00
2—Lassie
4—Riverboat
7—Colt 45
9—Terrytoons
13—Between The Lines
7:30
2—Dennis the Menace
5—Metro. Probe
7—Maverick
9—Movie
11—Victory At Sea
13—Newsbeat
8:00
2—Ed Sullivan
4—Sun. Showcase
5—Paul Coates
11—Wrestling
13—Ladies of the Press
8:30
5—Subject
7—Lawman
13—Max Lerner
9:00
2—GE Theatre
4—Dinah Shore
5—So This Is Hollywood
7—Rebel
9—Movie
11—Meet McGraw
13—Alex In Wonderland
9:30
2—Alfred Hitchcock
5—Assign Foreign Legion
7—Alaskans
9—Movie
1—Premier Segni
10:00
2—Jack Benny
4—Loretta Young
5—Movie
9—Movie
11—Open End
10:30
2—What's My Line?
4—Movie
11—Divorce Court

7—World of Talent
9—Movie
11:00
2—Sun. News Special
4—News
7—Movie
11—Mama
13—Movie
11:15
2—Movie
1:15
2—Late, Late Show

MONDAY

OCTOBER 5

5:30
2—Early Show
4—Movie 4
7—Rin Tin Tin
9—Movie
11—Three Stooges
13—Ask The Camera
6:00
5—Cartoons
7—Little Rascals
11—Popeye
13—J. Fred Muggs
6:30
4—News, Gabe Pressman
5—Sandy Becker
7—Newsreels
11—Superman
13—Rate the Records
6:45
4—Huntley, Brinkley
7:00
2—News
4—Highway Patrol
5—Charlie Chan
7—Rescue
9—Terrytoon Circus
11—News
13—Crunch and Des
7:15
2—News
11—News
7:30
2—Name That Tune
4—Richard Diamond
5—African Patrol
7—Chevenne
9—Movie
11—It's A Great Life
13—Newsbeat
8:00
2—Texan
4—Love and Marriage
5—Dial 999
11—Intern. Detective
13—Wrestling
8:30
2—Father Knows Best
4—Wells Fargo
5—Follow That Man
7—Bourbon St. Beat
11—Kingdom of the Sea
9:00
2—Danny Thomas
4—Peter Gunn
5—Racket Squad
9—Science Fiction Theatre
11—Boots and Saddle
13—Jail Alai
9:30
2—Ann Sothorn
4—Alcoa Theatre
5—Theatre 5
7—Adv. in Paradise
9—Crusader
11—Silent Service
10:00
2—Hennessey
4—Steve Allen
9—Strange Stories
11—Special Agent 7

SUNDAY

OCTOBER 4

8:00
4—Educ. Film
9:00
2—Peoples Choice
4—Educ. Film
5—Wonderama
9:30
2—Way To Go
4—Sun. Spec.
13—What's Doing?
10:00
2—Lamp Unto My Feet
13—Oral Roberts
10:30
2—Look Up And Live
4—Direct Line
7—Christophers
13—Movie
11:00
4—Leag. Women Voters
7—Focus
11—Christophers
11:30
2—Camera 3
4—Mr. Wizard
7—John Hopkins
11—This Is The Life
12:00
2—Topper
4—Decision
7—This Is The Answer
9—Oral Roberts
13—Movie
12:30
2—Face The Nation
4—Youth Forum
9—The Evangel Hour
11—Halls of Ivy
13—Gov. Meyner
1:00
2—Laurel & Hardy
4—Open Mind
5—Movie
7—Coll. News Conf.
9—Christian Science
1:15
2—World of Sport
9—Cong. Conf.
1:30
2—Prof. Football
4—Frontiers of Faith
7—Movie
9—Movie
11—Notre Dame Football
13—Movie
2:00
2—Water Show
4—Movie

2—News
5—Western
7—Annie Oakley
9—Bowling
11—Popeye—3 Stooges
13—Movie
6:30
2—The 20th Century
7—Hawkeye
11—Brave Stallion
13—Sherrwood Forest
7:00
2—Lassie
4—Riverboat
7—Colt 45
9—Terrytoons
13—Between The Lines
7:30
2—Dennis the Menace
5—Metro. Probe
7—Maverick
9—Movie
11—Victory At Sea
13—Newsbeat
8:00
2—Ed Sullivan
4—Sun. Showcase
5—Paul Coates
11—Wrestling
13—Ladies of the Press
8:30
5—Subject
7—Lawman
13—Max Lerner
9:00
2—GE Theatre
4—Dinah Shore
5—So This Is Hollywood
7—Rebel
9—Movie
11—Meet McGraw
13—Alex In Wonderland
9:30
2—Alfred Hitchcock
5—Assign Foreign Legion
7—Alaskans
9—Movie
1—Premier Segni
10:00
2—Jack Benny
4—Loretta Young
5—Movie
9—Movie
11—Open End
10:30
2—What's My Line?
4—Movie
11—Divorce Court

6:30
4—News, Gabe Pressman
5—Sandy Becker
7—Newsreels
11—Superman
13—Rate the Records
6:45
4—Huntley, Brinkley
7:00
2—News
4—Highway Patrol
5—Charlie Chan
7—Rescue
9—Terrytoon Circus
11—News
13—Crunch and Des
7:15
2—News
11—News
7:30
2—Name That Tune
4—Richard Diamond
5—African Patrol
7—Chevenne
9—Movie
11—It's A Great Life
13—Newsbeat
8:00
2—Texan
4—Love and Marriage
5—Dial 999
11—Intern. Detective
13—Wrestling
8:30
2—Father Knows Best
4—Wells Fargo
5—Follow That Man
7—Bourbon St. Beat
11—Kingdom of the Sea
9:00
2—Danny Thomas
4—Peter Gunn
5—Racket Squad
9—Science Fiction Theatre
11—Boots and Saddle
13—Jail Alai
9:30
2—Ann Sothorn
4—Alcoa Theatre
5—Theatre 5
7—Adv. in Paradise
9—Crusader
11—Silent Service
10:00
2—Hennessey
4—Steve Allen
9—Strange Stories
11—Special Agent 7

TUESDAY

OCTOBER 3

7:00
4—Modern Farmer
8:00
2—Capt. Kangaroo
4—Home and Garden
7—Cartoon Festival
9:00
2—On The Carousel
4—Children's Theatre
9:30
2—Laurel & Hardy
10:00
2—Heckle & Jeckle
4—Howdy Doody
5—Movie
7—Oswald Rabbit
10:30
4—Mighty Mouse
4—Ruff and Ready
5—Movie
13—Cow Boy G. Men
11:00
2—I Love Lucy
4—Fury
5—Movie
7—Cartoons
9—Playtime
13—Physical Culture
11:30
2—Lone Ranger
4—Circus Boy
13—New Horizons
12:00
2—My King
4—True Story
7—Guppy Sales
9—Movie
11—Guy Lombardo
12:30
2—Mackenzie's Raiders
4—Detective Story
7—Football
13—Movie

1:00
2—News
4—Drama
5—Movie
9—Drama
11—Notre Dame Football
1:30
2—Eye On N. Y.
4—World Series
7—Movie
9—Movie
11—Football
13—Movie
2:00
2—Movie
4—World Series
7—Movie Mystery
11—Movie
13—Movie
2:30
2—Movie
7—Movie
9—Movie
11—Movie
3:00
4—World Series
7—Harbor Command
9—Movie
11—Movie
3:30
4—World Series
7—Movie
13—Movie Adventure
4:00
2—Susre
4—World Series
5—Mystery
7—Movie
11—Movie
4:30
2—Horse Racing
5—Movie
9—Movie
13—Movie
5:00
2—Life of Riley
4—World Series
7—Beulah

5:30
2—Movie
5—Mystery
7—Jungle Jim
9—Movie
6:00
7—West Point
9—Champ. Bowling
11—Jeff's Collie
13—Movie
6:30
5—Cartoons
7—Annie Oakley
11—Sergeant Preston
7:00
2—Bold Venture
5—Judge Roy Bean
7—U. S. Border Patrol
9—Terrytoon Circus
11—Steve Donovan
13—Bishop Sheen
7:30
2—Perry Mason
4—Bonanza
5—Mr. and Mrs. North
7—Dick Clark
9—Movie
11—Fast Guns
8:00
5—Big Beat
7—High Road
11—Football
8:30
2—Western Movie
4—Man and the Challenge
7—Leave It To Beaver
11—I Search For Adv.
9:00
2—Brenner
4—Deputy
5—Roller Derby
7—Lawrence Welk Show
9—Movie
11—City Detective
13—Movie

10:30
2—June Allyson
5—Big Story
7—Behind Closed Doors
9—Million Dollar Movie
11—San Francisco Beat

11:00
2—The Late News
4—J. M. McCaffrey
5—Movie
7—News
13—Dance Party

11:15
2—The Late Show
4—Jack Parr
7—The Night Show
11—All Star Movie

12:40
2—The Late, Late Show

TUESDAY

OCTOBER 6

5:30
2—The Early Show
4—Movie Four
7—Rin Tin Tin
9—Movie
13—Ask The Camera
6:00
5—Nuts and Bugs
7—Little Rascals
11—Popeye
13—J. Fred Muggs
6:30
4—News
5—Sandy Becker
7—Newsreel
11—Quick Draw McGraw
13—Rate the Records

6:45
4—News
7—News

7:00
2—World News
4—Phil Silvers
5—Treasure
7—Union Pacific
9—Terrytown Circus
11—Kevin Kennedy
13—Highway Patrol

7:15
2—News
11—John Tillman

7:30
2—Grand Jury
4—Laramie
5—Waterfront
7—Bronco
9—Movie
11—Flight
13—Newsbeat

8:00
2—Dennis O'Keefe
5—Sherlock Holmes
11—Public Defender
13—Juke Box Jury
8:30
2—Dobie Gillis
4—Fibber McGee & Molly
5—City Assignment
7—Life of Wyatt Earp
11—Whirlpool

9:00
2—Tightrope
4—Arthur Murray
5—Wrestling
7—Rifleman
9—Martin Kane
11—Col. Flack
13—American Legend

9:30
2—Red Skelton
4—Startime
7—Philip Marlowe
9—I'm The Law
13—Crossroads

10:00
2—Garry Moore
7—Olcoo Presents
9—Strange Stories
11—State Trooper

10:30
7—Keep Talking
9—Movie
11—Pro Football
13—Mike Wallace

11:00
2—The Late News
4—J. M. McCaffrey
5—Movie
7—New Griffith
13—Dance Party

11:15
2—Movie
4—Jack Parr
7—Everything Goes
11—Movie

1:35
2—Late, Late Show

WEDNESDAY

OCTOBER 7

5:30
2—The Early Show
4—Movie 4
7—My Friend Flicka
9—Movie
11—Three Stooges
13—Ask the Camera

6:00
5—Cartoons
7—Little Rascals
11—Popeye
13—J. Fred Muggs

6:30
4—News
5—Cartoons
7—Newsreels
11—Brave Stallion
13—Rate the Records

6:45
4—News
7—News

7:00
2—World News
4—Death Valley Days
5—Adv. of Jim Bowie
7—U. S. Border Patrol
9—Tarrytown Circus
11—Kevin Kennedy
13—Highway Patrol

7:15
2—News
11—John Tillman—News

7:30
2—Linsup
4—Wagon Train
5—Mr. District Attorney
7—The Gildersleeve
9—Movie
11—Newsbeat

8:00
5—Medic
7—Hobby Lobby
11—Mr. Adams & Eve
13—One Night Stand

8:30
2—Men Into Space
4—Price Is Right
5—Wrestling
7—Ozzie & Harriet
11—Code 3

9:00
2—The Millionaire
4—Perry Como
7—Hawaiian Eye
9—Movie
11—26 Men

9:30
2—I've Got A Secret
7—Accused
11—Californians
13—Small Claims Court
10:00
2—U. S. Steel Hour

4—This Is Your Life
7—Boxing
11—Decoy
13—Full Coverage

10:30
4—Wichita Town
5—OSS Adv.
9—Movie
11—Seat Hunt
13—Mike Wallace

11:00
2—The Late News
4—John McCaffrey
5—Movie
7—News
11—News
13—Dance Party

11:15
2—Late Show
4—Jack Parr
7—Everything Goes
11—Movie

12:55
2—Late, Late Show

THURSDAY

OCTOBER 8

5:30
2—Movie
4—Movie 4
7—My Friends Flicka
9—Movie
11—Three Stooges
13—Ask the Camera

6:00
5—Nuts and Bugs
7—Little Rascals
11—Popeye
13—J. Fred Muggs

6:30
4—News
5—Cartoons
7—Newsreels
11—Huckleberry Hound
13—Rate the Records

6:45
4—News
7—News

7:00
4—Warning
5—Sheriff of Cochise
7—Tugboat Annie
9—Cartoons
11—Kevin Kennedy
13—Highway Patrol

7:15
2—News
11—News

7:30
2—To Tell The Truth
4—Plainsman
5—White Hunter
9—Movie
7—Gale Storm
11—You Are There
13—Newsbeat

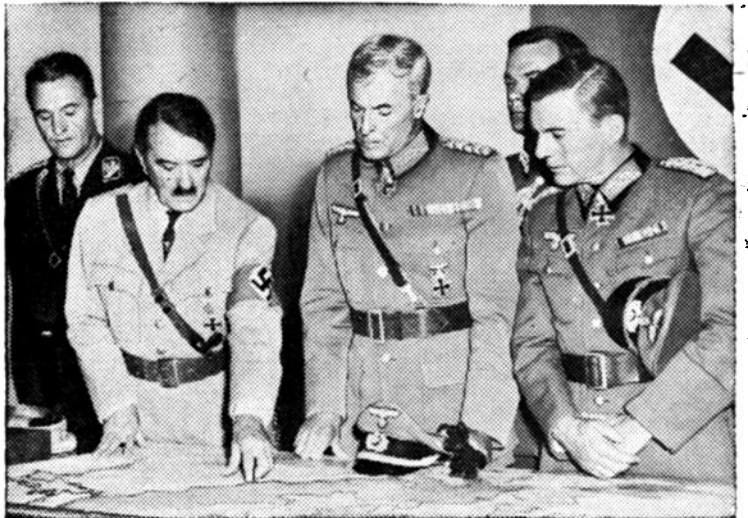
8:00
2—Betty Hutton
4—Bob Hope
5—Byline
7—Donna Reed
11—Meet McGraw
13—Citizen Soldier

8:30
2—Johnny Ringo
5—Doug Fairbanks Theatre
7—Real McCoys
11—Navy Log
13—Secret File USA

9:00
2—Zane Grey
4—Bache'or Father



'THE FORD SHOW' — The Old Pea Picker finds himself too tongue-tied to describe the situation he's in. Tennessee Ernie Ford returns with his Thursday night NBC-TV Network colorcast, and again spotlights guest stars of stage, screen and TV in the half-hour program of music, ballad and folksy humor.



WORLD WAR 2 DRAMA — An attempt to assassinate Hitler is foiled in the story "Operation Spark," starring David Wayne, which will open the 1959-60 season of "Alcoa Theatre" Monday, Oct. 5 on the NBC-TV Network. Wayne (as Major Gen. von Tresckow, organizer of the plot) is at right, and Bob Watson (as Hitler) is shown giving a directive. Between Watson and Wayne are John Hoyt (as Field Marshal von Kluge) and Lamont Johnson (as Col. von Schlimbrenndorf). Actor portraying an aide is at left.



'RICHARD DIAMOND, PRIVATE DETECTIVE' — David Janssen stars in the role of the popular detective-adventure series now scheduled Monday nights on the NBC-TV Network.

5—Prof. Wrestling
7—Pat Boone
9—Movie
11—Deadline
13—China Smith

9:30

2—Big Party
4—Ernie Ford
11—Love Story
13—I Spy

10:00

4—Groucho Marx
7—Man Called X
11—Trackdown

10:30

4—Lawless Years
7—Harbor Command
9—Movie
11—Highway Patrol
13—Mike Wallace

11:00

2—The Late News
4—J. M. McCaffrey
5—Movie
7—News
11—News
13—Dance Party

11:15

2—The Late Show
4—Jack Paar
7—Variety Show
11—Movie

12:45

2—Late, Late Show

FRIDAY

OCTOBER 9

5:30

2—The Early Show
4—Movie
7—Rin Tin Tin
9—Movie
11—Three Stooges

13—Ask the Camera

6:00

5—Cartoons
7—Little Rascals
11—Popeye
13—J. Fred Muggs

6:30

4—News
5—Cartoons
7—Newsreels
11—Sky King
13—Rate the Records

6:45

4—News
7—News

7:00

2—World News
4—Lockup
5—Sailor of Fortune
7—U. S. Marshal
9—Terrytoon Circus
11—Kevin Kennedy
13—Highway Patrol

7:15

2—News
11—News

7:30

2—Rawhide
4—People Are Funny
5—Walter Winchell
7—Walt Disney
9—Movie
13—Newsbeat

8:00

4—Troubleshooters
5—Night Court
11—Badge 714

8:30

2—Hotel De Paree
4—Bell Tel Hour
5—Racket Squad

7—Man From Black Hawk
11—Panic

9:00

2—Red Skelton
5—Divorce Hearing
7—Tombstone Territory
9—Wrestling
11—Frontier Doctor
13—High Road to Danger

9:30

4—M Squad
5—Theatre 5
7—Sunset Strip
11—It's A Great Life
13—Amer. Legend

10:00

2—Twilight Zone
4—Boxing
11—Hiram Holiday
13—Full Coverage

10:30

2—Amateur Hour
5—Official Detective
7—Back Saddle
9—Movie
11—Giant Quarterb Club
13—Mike Wallace

11:00

2—The News
4—John M. McCaffrey
5—Movie
7—News
9—Movie
11—News
13—Dance Party

11:15

2—Movie
4—Jack Paar
7—Variety Show
11—All Star Movie

1:30

2—The Late, Late Show



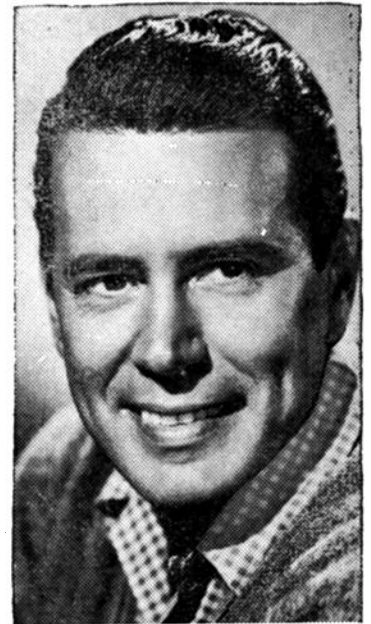
DICK POWELL . . . is host and occasional star of "Dick Powell's Zane Grey Theatre," on the CBS Television Network.



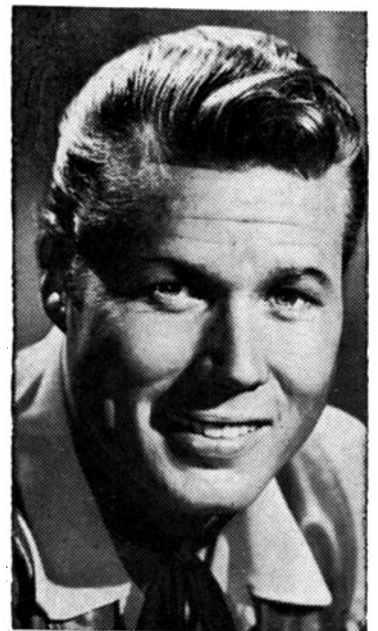
ALFRED HITCHCOCK . . . is host of the mystery, dramatic anthology series, "Alfred Hitchcock Presents," on the CBS Television Network.



JACK BENNY . . . will be seen every other week on his regular half-hour program and will also star in a series of specials, both on the CBS Television Network.



JOHN FORSYTHE — As Hollywood playboy-lawyer Bentley Gregg in the NBC-TV Network's "Bachelor Father" series scheduled Thursday nights, handsome John Forsythe returns for another season of domestic comedy.



JOHN SMITH — The noted TV actor stars as Slim Sherman, a frontier cowboy, in the NBC-TV Network's new full-hour action-adventure series, "Laramie," Tuesday nights.

NOTHING BUT THE TRUTH

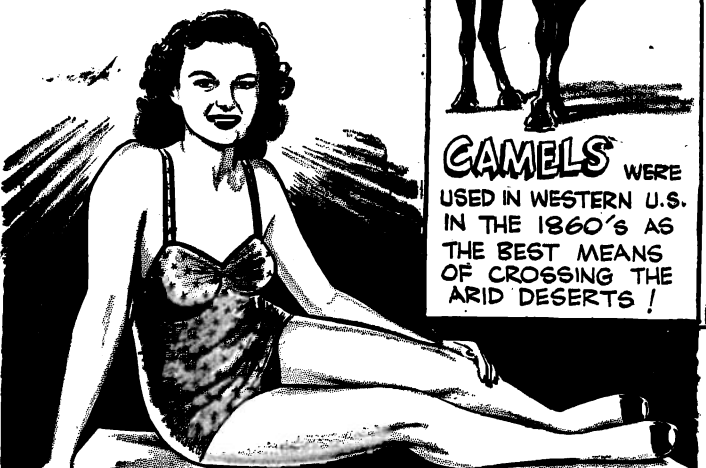
by Russ Arnold



THAT'S MONEY IN THEM THERE CHIRPERS!
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ALSO
MARILYN MONROE
RICARD WIDMARK
In
"DON'T BOTHER TO KNOCK"



By W. L. HEATH

Jake unlocked the door and pushed it back with his foot. He juggled a large sack of groceries in the crook of one arm and carried a bag of golf clubs on the other.

"They're not here yet," he said, looking around the room. "Come in, Bob, we've time for a drink."

Bob followed him, also burdened with golf clubs which he propped against the wall. Jake went on through to the kitchen. "Make yourself at home while I mix a couple," he called. "You want soda or plain?"

"Soda, please, Jake," Bob glanced at his watch and crossed the room to the big windows that looked down on the street. Presently Jake returned with two tall glasses. Bob took one and raised it. "Here's to more drives like the one you got off on the ninth."

Jake grinned. "Pure luck, Bob. It's like fishing. You fish all day without a strike and just when you're swearing you'll never go again, bingo, you hank a nice one. That's the one that keeps you coming back. It works like a hex."

"Well, it was a beauty of a drive just the same."

"Pure luck. Didn't hit another one like it all afternoon."

Bob looked at his watch again. "I wonder what's keeping the wives."

"No telling. Maybe they sat through it twice; you know how they both are about Gable."

"What's he got we haven't got?"

"Big ears."

Jake switched on the radio and tuned in a Gershwin recording.

"Jake, what are these things, anyway?" Bob was standing before the fireplace now and he indicated two small egg-shaped pieces of blue glass on the mantle.

"The man that sold them to me — or rather the man that sold one of them to me — said they were Russian Easter eggs."

"Russian Easter eggs, eh? Aren't you afraid of a senate investigation?"

Jake laughed. "Well, those are pre-revolution eggs. Czar eggs, you might say. I guess I'm safe." He continued to look at them thoughtfully. "Didn't you ever hear the story of those things, Bob?"

"No, I don't think so."

"That's funny. I'm surprised Frances hasn't told you. She used to tell it. — and laugh. It's one of my favorite stories, too."

"I begin to recognize the tune; how does it go?"

Jake sat down, sipped his drink and gazed reflectively at the ceiling. "Well, let me see now . . . it was . . . four years ago. In the fall, soon after Frances and I became engaged. You know how she is about little knickknacks like that. Whenever I saw anything I thought she'd like, I'd always buy it for her — if it didn't cost too much."

Bob nodded, looking at him with a vague

smile.

"Well, one afternoon I happened to be passing the shop on Cherry Street where they sold antiques and all sorts of bric-a-brac, and I saw these two Easter eggs in the window I'd never seen anything like them before, and I thought of Frances, of course. That was in September, I think, and the wedding was set for October the twenty-fifth."

"I went in and priced them — I forget now what he wanted for them — but then I noticed this girl who seemed to be looking at them too. A lovely girl. Total stranger. I asked her if she wanted them and she said no, I had seen them first and I must take them. Well, it was obvious, of course, that she did want them, so I began to insist that she take them. This went on for awhile — she was very polite, and very pretty — and finally we agreed that I should take one and she could take the other . . . which she did."

"That was, shall we say, the beginning as well as the end of something."

"And now you have them both," Bob answered with a grin.

"Exactly."

Bob's face assumed an expression of mock gravity. "That girl —" he said, — "is the someone I know?"

"Uh huh."

"And is she tall? A lovely girl with auburn hair and pale yellow eyes?"

"The same."

Bob exploded into laughter. "Well, I'll be damned, Jake. Is that how it really happened?"

"Yes, Bob. As simple as that."

They both laughed for a moment, then Bob sat down and gazed into his glass, still smiling thoughtfully. "Well, it's a small world, isn't it, Jake?"

"Yes, very small, but very nice. Can I fix you another drink?"

Bob pushed the sleeve of his sweater back to look at his watch. "Well, I don't know—"

At that moment the door opened and a tall girl with auburn hair and pale yellow eyes came in. "Hello darlings, the women are back. How was golf?"

"Golf was fine; how was Gable?"

"Better than golf." She crossed the room to kiss Jake, then turned to Bob. "Bob, dear, I hate to run you off, but Frances is waiting in the car, doubled-parked." He picked up his his clubs and opened the door. "So long, Jake. Enjoyed it."

"See you next Saturday, Bob."

"Bye, Bobby," the girl said.

"So long, Sis."

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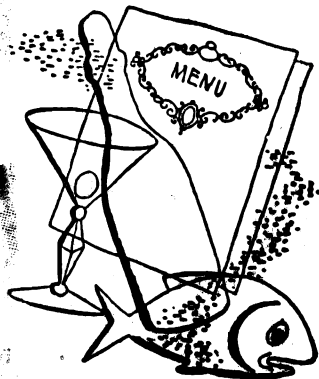
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AMERICAN HISTORY

THE MODEL T FORD

On October 1, 1908 Henry Ford, president of the five-year old Ford Motor Company of Detroit, announced that his new Model T car was available to the public. Up to that time the "horseless carriages" were largely expensive playthings of the rich. The Model T changed that. More — it changed the American way of life.

Henry Ford, then 45 years old, was an inventive genius with a big idea — an economical car for the masses of American people. He worked, tinkered, built and rebuilt until he got his Model T. And it worked out beyond even his most enthusiastic dreams.

The Model T was a homely car, something like a square black box, erect and dignified on its wheels. There were no frills about it. Henry Ford said it could be had in "any color so long as it's black." It was designed with a high clearance to make its way through the mud, rocks, ditches, gullies and rutted tracks which mostly passed for roads in those days. It was built for practicality rather than beauty.

Farmers, particularly, took it to their hearts. They, and their neighbors in small towns, made up more than half of the 87 million population of the United States in 1908. In the Model T they got an automobile that could be modified to plow the fields on weekdays and go country-riding on Sundays. It could be used to saw wood, pump water, store grain, and for other jobs a handy man could dream up. In country and in town nothing like it had ever been seen in America. It caught the popular fancy and came into great demand.

Of course, it was far from perfect. Its hand-cranked motor was hard to start on cold mornings. On very hot days or on steep hills its radiator boiled over. Over muddy roads it got poor mileage. On steep grades it did better in reverse than in low gear.

Still the Model T was as dependable as a pack mule if you carried a tool kit and checked your gas regularly. It took you where you wanted to go. Most Model T owners tinkered with

their cars and out of necessity made their own emergency repairs with a screwdriver, a pair of pliers, a few wrenches and a bit of wire. Parts for the Model T were cheap and available everywhere.

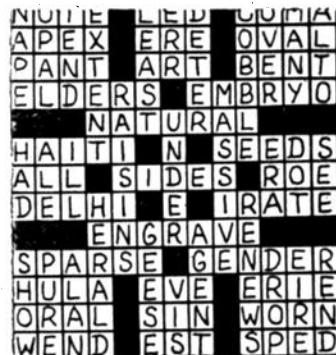
People cursed the Model T and make jokes about it, but in fact everybody felt an affection for the "Tin Lizzie" and the "flivver," as the temperamental, efficient little cars came to be called. By 1920 the country roads swarmed with them. Almost everyone could afford a "Tin Lizzie" on the monthly installment plan, and second-hand models could be had from \$25 up.

More than other means of transportation the Model T Ford increased the range of the average American family's movement from a few to hundreds, or even thousands of miles. It opened a whole new world far from home, and welded together the towns and cities of America. The improved roads, the roadside hamburger stand, the motel, the consolidated country school — all got their start from the Model T.

So popular did it become that by 1914 the Ford factory was turning out almost as many cars as all other car manufacturers combined. For 19 years, until May, 1927, when the Model A replaced it, 15 million of the sturdy little cars rolled off the Ford assembly lines, or more than a car per minute. During all this time the Model T, though often modified, was never basically changed. The stream of "flivvers" seemed endless and the price dropped from around \$800 in 1908 to \$209 in 1924 for a runabout model.

Legends and jokes reflected the affection in which the indestructible little cars were held. A dying man requested on his deathbed that his Model T be buried with him because he had never been in a hole yet it couldn't get him out of.

The old Model T seems quaint and ridiculous now. But it was an instrument of historic destiny that in one generation helped to change the face of America. The legend of Henry Ford's "Tin Lizzie" will linger with us for a long time to come.



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