WEEK'S COMPLETE TELEVISION PROGRAMS

THE

UNDAY

NORTH JERSEY'S ONLY WEEKLY PICTORIAL MAGAZINE

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Town and Country Dining

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Pro Football Moves Into Climatic Weeks

All About Initials

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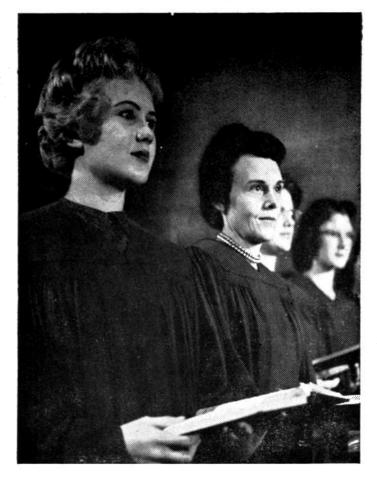
Women and the Presidential Election

> Complete Short Story



ELECTION CENTRAL

OCTOBER 30, 1960 VOL. XXXII, No. 44



'STORY OF A FAMILY' — Actual events in the history of the Roy L. Robertson family of Amarillo, Tex., will be presented in "Story of a Family," a full-hour special program on the NBC-TV Network Monday, Nov. 14. Narrated by Jane Wyatt, the docu-mentary will cover three generations of family life. Here, Kay Linda Robertson, 19, (left), and her mother, Pauline (next to be) are there instruction in the obein of their other. her), are shown singing in the choir of their church.



MEMORIES - Mrs. Ernestine Robertson looks back on 88 years of family life in America on "Story of a Family," to be pre-sented on the NBC-TV Network as a full-hour special program Monday, Nov. 14. The family of her son, Roy L. Robertson, an Amarillo, Tex., grocer, was selected for this unusual slice-of-life documentary after a nationwide search. Jane Wyatt will narrate the Robertson family's true life story.

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VINCENT N. PARRILLO, Managing Editor

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ON THE COVER

Here is an artist's conception of the headquarters for NBC News' coverage of the 1960 elections — the most elaborate information collection and reporting system ever devised.

In the foreground of the sketch are Chet Huntley and Dave Brinkley, who will be anchormen of the television coverage at the turnstile-shaped table in center of drawing. Regional reporters will interpret election results posted electronically on the boards at the rear. TV cameras will operate from platforms, allowing newsmen who are compiling returns and other data to move about freely on the floor without getting into camera range in this huge New York studio.

THE CHRONICLE



"PROJECT 20"—In the words of Don Hyatt, its dynamic producerdirector, the NBC-TV Network's large-scale public affairs series deals "with the major events and fermenting forces that have acted upon 20th century man and expresses a belief in a dramatic approach to factual programming." New programs in the series include "The Coming of Christ," "The Real West," "The Story of Will Rogers" and "The Korean War." One of the most honored among TV series, "Project 20" came into being in 1954.



TRICKS AND TREATS — Three talented young tricksters will offer novel treats when they star on the NBC-TV Network "Chevy Show" colorcast of "Ghosts, Goblins and Kids" Sunday, Oct. 30. They are (1.-r.) Teddy Rooney, "star" of the Mickey Rooney family; Jay North, star of "Dennis the Menace," and Angela Cartwright, star of "The Danny Thomas Show." They will head a cast of 300 young performers from Hollywood and Broadway in the full-hour all-children's show with Hallowe'en and elections as the themes.



Women's Travel Authority

Weather-Wise Gasoline

You're a smart shopper, but did you know the gasoline you bought at your local station yesterday isn't the same as the gasoline you bought there last winter? And gasoline you buy in the mountains this summer will be different from the same brand at lower altitudes.



Shell people tell me gasoline is tailor-made for seasons and areas. Gasoline works well only when it's properly vaporized. And vaporization varies with weather and geographical conditions.

So ... oil men divide the year into three seasons—summer, winter and spring-fall—and the country into weather sections. For each, they prescribe, on a monthly basis, the fuel with the best rate of vaporization faster in cold areas and in winter, slower in warm areas and in summer.

In some areas, chemicals are put into gasoline to eliminate carburetor icing. Sometimes additives are used in counteracting moisture that gets into gasoline in the fuel line.

Octane ratings of gasoline also vary from one section to another because engine "knock" is affected by weather and altitude.

er and altitude. You don't have to worry about any of this. Manufacturers of wellknown gasolines take care of it and make sure that you get the right blend of gasoline wherever and whenever you need it.

JERSEY FACTS

New Jersey is encompassed by 300 miles of navigable waterways; has more than 600 square miles of bays, harbors, and lakes; and over 120 miles of the world's finest bathing beaches along its Atlantic Coast.

A Budhist colony, known as the Kalmuks, is located at Freewood Acres near Farmingdale, Monmouth County. Some 250 direct descendants of western Mongol tribes who fought against the conquering armies of Genghis Khan live within the 30 acre tract. The word "Kalmuk" means "remnant".

Samuel Colt manufactured his first revolver at the Paterson Gun Mill in New Jersey during the year 1836.

*

Hawthorne, Haledon Boys Appointed to Annapolis



REP. GORDON CANFIELD congratulates the two young men certified for appointment to the U. S. Naval Academy at Annapolis by his 1960 selections board. Left to right are: James N. Edwards, Jr., 184 Buena Vista Ave., Hawthorne, and Charles W. Gnilka, 22 Oxford St., Haledon.



CIRCUS TIME— Paul Winchell and Jerry Mahoney pay a backstage visit to a shapely member of the Flying Marilees — Mary Stath of San Antonio, Texas — at noted "Cirkus Schumann" in Copenhagen. They all will be seen on the "Timex All-Star Circus" (with trapeze, horse and bicycle acts) on the NBC-TV Network

THE DRIVER'S



One-third of the nation's school children, those who ride school buses daily, are more exposed to traffic dangers than their fathers or mothers who drive family cars.

According to the 1960 Fleet Owners Data Book, magazine for the motor transport industry, each bus load of school children averages 200 more miles on the road per year than the average adult-driven vehicle. School buses average 2,300 miles annually, while the average mileage driven by adults during the same period is 8,100.

School children are in greatest danger while entering or alighting from school buses. They often dart across the road without looking to see whether traffic is coming. This careless tendency of youngsters is recognized by all of the states that have legislation that places on motorists the responsibility for avoiding accidents as children get off and on school buses.

About half the states require traffic moving in both directions to come to a stop before passing a halted school bus. The other vehicles must remain halted until the school bus has resumed motion or the driver gives the signal to proceed. Other states apply this rule only to traffic moving in the same direction as the bus.

Most states require that school buses be clearly marked. In many states the buses are painted orange or yellow for easy visibility. "School bus" signs must be evident to motorists if accidents are to be avoided. Many bus fleets obtain added daytime visibility by using panels of brilliant fluorescent plastic film that can be seen long distances away, even in mist or at dusk.

Because many school buses are used for nighttime school activities, some vehicles have added bands of reflective sheeting to enable motorists to see the buses after dark.

Although these aids to visibility are used on school buses, the law still places the bulk of responbility on other drivers to avoid hitting school children. Special caution is required of all drivers when a school bus is in sight.

Pigskin Proclivity

Pro Football Moves Into Climactic Weeks



Pro football, taking on added momentum every year, is moving into the important and climactic half of the season, and grid addicts who are being given added fodder now, will be seeing ample action in the weeks ahead.

)

The American League, marking its first season in 1960, has been flexing its muscles and certainly has given ample evidence that it will be gaining momentum in the years on the immediate horizon. The New York Titans have been winning converts and attention with some sensational football and interesting wide-open play as the halmarks.

Meanwhile, the New York Giants certainly have not suffered at the box office with the advent of another club in the Big Town. On the contrary, interest has been whetted in pro football by the addition of the American League and the Titans' appearance on the New York scene. The Giants have been posting new attendance highs and have been providing ample evidence that fans like the presence of more action and the stimulus of competition from another quarter.

The Giants are having their difficulties in the defense department this year and indicated in their early starts during the 1960 campaign, that they do not pack the ability of previous years to hold the opposition in low-scoring check. The shoe is on the other foot this time, it appears, and the Giants while scoring more points—have found the other teams doing likewise. Obviously, this can pose a strong threat to the team's hopes for the division title—as customary—and a shot at the rich playoff at the close of the schedule.

As a result, the Howell-led squad had its troubles last Sunday when the Giants, en route to a victory over the Washington Redskins and another game in the important win column, suddenly ran into a fired-up opposition attack which soared to two touchdowns on the wings of Guglielmi aerials in the closing stages of the battle. The Redskins tied it up in an incredible finish and the Giants saw an apparent triumph snatched from their hands and moved into the tie column. In such a case, a tie can be almost as disastrous as a defeat.

However, the Giants are hoping to charge back into high gear in the remainings weeks and will be going all-out in an effort to wind up in a blaze of glory. The accent on baseball, and the World Series, having been removed from the New York picture, the football clubs now are front and center and will be staying there until the beginning of December.

The Titans also are going full strength in the direction of a division title in their league, hopeful of making the playoffs. The New York entry in the new grid loop, has figured in fingernail-biting games up to now and wants to move into top momentum with the weeks ahead. Coach Sammy Baugh has been working his squad hard in an effort to attain the peak, believes that his team will be the club to beat in the key weeks still remaining on the schedule.

Harry Wismer, president of the Titans and Dr. Fred J. Crescente, Paterson physician who is executive vicepresident of the club, have been pleased with the fans' early response to the team and also look for added momentum in the scramble for the division honors during the remaining action. They have good reason to feel that such a drive will speak well for interest in the team during future campaigns.

The Titans have four more games on

the regular home schedule, at the Polo Grounds, prior to any possible move into the playoffs this season. The Houston team is the opponent for this Sunday afternoon and in subsequent games, Oakland will come to New York on Oct. 28 and Los Angeles wil provide the opposition on Nov. 4. The windup of the home slate will see Dallas meeting the Titans on Nov. 24.

The Giants, seeing action at Yankee Stadium, will be back home again on Nov. 13 when the Pittsburgh Steelers will come to New York and then will meet the Philadelphia Eagles on Nov. 20. In subsequent home games, the Dallas Cowboys will oppose the Maramen on Dec. 4, with the Cleveland Browns slated to wind up the Giants' home campaign on Dec. 18.

The Chicago Bears and Baltimore Colts will not be coming to New York and so fans in this section will not be seeing the local products with these clubs, Patersonian Rick Casares of the Bears' backfield and Bill Pellington, the defensive stalwart who has been a big factor in Baltimore's grid championship triumphs.

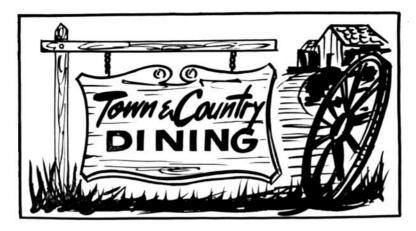
The Giants still rely on evteran Charley Conerly for their passing effectiveness, although he has been handicapped by injuries in recent weeks. Frank Gifford, the handsome back; Kyle Rote, and Sam Huff are among the other New York favorites with the National League club.

Big offensive aces on the Titans are aerial stars Dorow and Jamieson who have alternated the forward attacks in the air. They have been the key sparks in moving the ball, with effective receiving support provided by Maynard and Powell. In football's aerial accent, it is not better to give than to receive —both are required. Scordato's Restaurant ITALIAN and AMERICAN CUISINE Cocktail Lounge 20 HAMILTON STREET PATERSON, N. J. MUlberry 4-4198

Beautifully Decorated Decorated TOWN HOUSE RESTAURANT COCKTAIL LOUNGE Serving Continental Cuisine LUNCHEONS — DINNERS Your Genial Host EUGENE "Jigs" COPPOLA 142 GOFFLE ROAD HAWTHORNE, NEW JERSEY HAwthorne 7-9891







Scordato's Offers A Distinctive Eating Place In The Heart of Paterson's Business Area

Scordato's, always referred to as a distinctive eating place, has in the partnership of the three Scordato brothers, James, Anthony and Richard, acquired a reputation for serving fine food in an atmosphere that is most congenial.



BANQUET ROOM

Located in the heart of the business section of Paterson, the Scordato brothers started their first venture at 12 Hamilton Street in 1946. After ten years at that location, the increasing popularity made it a must to seek larger quarters and the building at 20 Hamilton Street was purchased where a fourth year of business is now being enjoyed.

The dining room is spacious and appointed in excellent taste, and a downstairs private dining room which can accommodate up to forty people is Early American. Lunches, served from 11 until 3:30 are full course and range in price from \$1.50 up. Dinners from \$2.50. Italian and American Cuisine is featured. Sunday, full course, from \$2.50 up.

Try our newest item — Sauted Danish Lobster Tails For those who enjoy Chicken, ask for our Boneless Chicken Breast with Risotto, or for the Beef customer try our famous Steaks. We feel sure you will find many dishes to enjoy. Why





French Cuisine in An Atmosphere of the Elegant Eighties

ROUTE 17 and 202 MAHWAH, N. J. Lafayette 9-2424

**** The Powder Horne Mill Inn **Built 1726** DISTINCTIVE COUNTRY DINING Your Hosts: Ted Iseli and Ted Prescott Hamburg Turnpike Riverdale, N. J. Phone TErminal 8-0777 For Reservations ~~~~~~~~~~**~~~**~~ Soorway to Quality Serving from 11 a.m. to 9 p.m. 208 EAST RIDGEWOOD AVENUE **RIDGEWOOD, N. J.** *~~~~~~~~~~~~~~~~~~~~~~

THE CHRONICLE

not try a bottle or glass of our own brand of wine?

You might walk into Scordato's at any time of day or night and find Executors, Lawyers, Bankers, Doctors and all walks of business life including Shoppers. Our menu is made to fit you. Our staff of 35 employees is maintained for your courteous and efficient service.

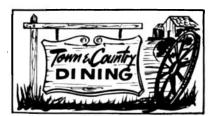
We are open seven days a week and you will find it enjoyable and a relaxing place to enjoy luncheon, dinner or late dinner as well as a place to enjoy cocktails prepared by experts. For your dining pleasure, Music by Muzak is continuous from opening until closing.

For luncheon, dinner, Sunday reservations or information on private parties call MUlberry 4-4198.

Our stainless steel equipped kitchen is always open for your inspection. Drop in.



THE CHRONICLE



CASINO DE CHARLZ, Totowa 120 Borough, ARmory 8-5200, Union Boulevard. Beautifully redecorated and expanded, serving fine Italian Cuisine. Featuring a package plan theatre party on Tuesday and Thursday evenings to Broadway shows, at \$13.50 and \$14.50, with a complete dinner. Lunch is served from 11:30 to 2:30; ala carte entrees \$1.35-\$2.00. Dinner is served from 4:30 to 9:00; ala carte \$1.60 and up. Din-ner \$3.50 and up. Member of Diners Club, American Express, International. Closed Monday. CERVINO'S, Ridgew., OL 2-1115, 208 East Ridgewood Avenue. A smartly decorated Early American restaurant with an attractive brick front serving Italian and American Cuisine. Lunch is served from 11 to 3; ala carte 85c and up; lunch \$1.10 and up. Dinner served from 5 to 9. Dinner 10 and up. Closed Sunday. \$1.10 and up. Carries own charge plan.

OASIS LODGE, 9W Englewood Cliffs, LO 8-9740. A congenial supper club serving delicious steak sandwiches and continental cuisine. Featuring the famous Casbah Bar with piano. Lunch is served Monday through Friday, 12 · 3, 85c. Dinner is served 4:30 · 10:30, Monday through Friday, 4 · 1, Saturday and Sunday, bar closes at 2:00. Ala carte entrees \$2.25 \$4.50; dinner \$3.25 · \$5.25. Open 7 days a week. Restaurant open at 4:00 Saturday and Sunday.

OLD SALT, Paramus (Hubbard 7.8752) Rte. 4 West of 17. A dandy place for the finest seafood; delicious shrimp, lobster Norfolkstyle. Steaks, chops, chicken, too. Lunch 12-2:30, \$1.50-\$1.75. Dinner 4-11:30, Sun. 12-11, \$3-\$5.50 (shore D) and a la carte \$1.50-\$3.50. Bar and lounge. Direct receivers of Maine Lobsters.

SCORDATO'S. Pat., MU 4-4198 20 Hamilton St. Fine food served in a congenial atmosphere, also a small private dining room serving lunch and dinner up to forty people. Lunch is served 11-3, ala carte entrees \$1.50 and up. Dinner \$2.50 and up. Open 7 days a week. Cocktail Lounge.

THE MARK, Mahwah, LA 9-2424, Rt. 202 off Rt. 17. Serving fine French Cuisine in an atmosphere of the elegant eighties. Lunch 12-3, \$1.75 - \$2.25. Dinner 5 - 10:30, Sunday from 12, \$4.00 - \$5.50, and ala Carte. Bar and Lounge. Music 8-- 1 a.m. Party accommodations. Closed Monday. American Express.

TOWN HOUSE, Haw., HA 7-9891, 142 Goffle Rd. Serving Continental Cuisine in a beautifully decorated dining room. Lunch is served 12-3, \$1.25. Ala carte entrees, \$1.75. Dinner 5-9, \$2.50. Open 7 days a week. Featuring The Tony Argo Trio every Friday and Saturday evening, 9-2.



Deep in the African jungle two cannibals were wending their way — a mother and her youngster. Suddenly there was a frightening noise in the sky, and the child ran to his mother for protection.



"Ooh, Mummy, what's that? he whimpered. "It's all right, dear" said the mother, looking up through the trees. "It's just an airplane".

"Airplane? What's that? "It's a little like lobster. There's an awful lot you have to throw away, but the insides are delicious!"

At a Chicago night club where Joe E. Lewis was appearing, a guest at a ringside table offered the comedian a bunch of choice grapes. "No, siree' said Lewis. "You don't catch me taking my wine in pills!"

AROUND TOWN



"I don't care about the wallet, but could I have the money back? It was left to me by my grandfather"

THE POWDER HORNE MILL INN is located on Hamburg Turnpike, Riverdale, N. J. Phone TErminal 8-0777. Your hosts, Ted Iseli and Ted Prescott, invite you to an evening of pleasure, when you dine by candlelight near an open fireplace, in their ancient grist mill, which was built in 1726. A running pond and gardens, along with fine American food, add to this colonial setting. Dinner is served weekdays from 5 to 9 p.m. Saturdays, 5 to 10; Sundays 12 to 8 p.m. Closed Monday and Tuesdays. Reservations only.

EDITORIALS

WOMEN AND THE PRESIDENTIAL ELECTION

The women's vote has been important ever since female sufferage was legalized by Constitutional amendment. And it's becoming more important all the time.

Women and their votes are very much on the minds of John F. Kennedy and Richard M. Nixon right now. The play for women's votes is being made this year with an intensity never before seen in American politics.

The reason for that can be found in a simple statistical fact: There are about 3 million more women of voting age in this country than there are men. So, in an even reasonably close election, a candidate's appeal or lack of appeal to women could easily prove to be the decisive element.

As part of the effort to woo the ladies, the candidates' wives are being pressed into service. Mrs. Nixon is following a long and arduous campaign trail with her husband, and also campaigning individually. Mrs. Kennedy, who is expecting a child, is necessarily less active. However, she will give a series of teas at home. Other feminine members of the Kennedy family are campaigning hard. And the also attractive wives of the vice-presidential candidates, Mrs. Lodge and Mrs. Johnson, are playing important roles.

This is not, to the political strategists, a trivial matter. A vote is a vote — whether it comes from a reasoned analysis of a candidate's capabilities in this critical hour in history, or from prejudice for or against the way Mrs. Nixon or Mrs. Kennedy dresses.

Mr. Kennedy seems to have been getting an excellent response from women during his campaign travels. A Washington Star reporter wrote tht he "has something that makes the Manhattan chambermaid and the East Side dowager sisters under the skin." Mr. Nixon's standing in the race for a feminine following seems to be more difficult to assess. Republicans, however, are very confident that Mrs. Nixon is a powerful asset. What U. S. News calls an "unprecedented build-up" has been planned for her. Example: The "Pat for First Lady Week" which was observed during the October 3 to 8 period.

What techniques have been devised to lure the distaff vote? They are varied, extensive and aggressive.

The Republicans have three separate organizations at work. Their duties range from national organization down to the precinct level. The "coffee hour" is apparently the most popular strategem — 3,000 of these have been scheduled for a single day in the state of Oregon alone. While enjoying their coffee, the attending women will see films, hear records and be given literature extolling Nixon and Lodge.

The Democrats are organizing thousands of "TV listening parties" to watch Senator Kennedy. From now on, Senator Kennedy will have one of the Kennedy ladies traveling with him at all times. Extensive speaking and interviewing schedules have been worked out for these ladies.

The effort to garner in a majority of the women voters will reach an unprecedented peak betwen now and November. By election day, at least 2 million women will be working as volunteers for the Nixon-Lodge campaign, Republican officials say. A million to two million may be enrolled in the Democrats' campaign effort. Nearly every women's club in the country is likely to be visited by the wife, sister or mother of one of the candidates, or by a candidate himself.



Teeth And Texas

Oil, beef, and tall stories aren't all that Texas exports. For out of a Panhandle county named Deaf Smith, and its county seat of Hereford, has come the answer to the cause and prevention of mankind's most prevalent ailment – tooth decay – medically known as dental caries.

The cause of tooth decay, as Deaf Smith County's inhabitants and one pioneering dentist have proved, is a nutritional deficiency -chiefly in the rare element, fluorine. Its prevention, as studies have proved to the satisfaction of both the American Dental Association and the American Medical Association, can be achieved by adding fluoride to drinking water.

Simply bringing the content of fluoride ion up to 1 part in 1 million parts of water has reduced caries in public school children of Newburgh, N.Y., and Brantford, Ontario, and other test cities, by about half.

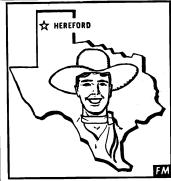
Deaf Smith County had been settled for about 50 years when Dr. George W. Heard hung out his shingle there in 1917.

He soon learned that there was little call for his services in Hereford. Persons who had lived thereabouts all their lives didn't seem to have caries and had never had any. Persons who had lived there ten years or less sometimes showed old cavities that had "healed over" and stopped growing.

In time, after studying the soil of Deaf Smith County, and the vegetables, meat, milk and cereals grown there, Dr. Heard came to the conclusion that the trace minerals in their food – chiefly fluorine and phosphorus – were responsible for the remarkable immunity his neighbors showed to dental caries.

Then Dr. Heard began a oneman campaign—at dental society meetings and through dental journals—to convince his colleagues that the real cause of caries was not, as the textbooks taught, bacteria but nutritional deficiencies which caused teeth to be susceptible to attack by bacteria.

At first, the dentist from Hereford, Tex., was brushed off as a crackpot. After years of buttonholing authorities, Dr. Heard finally persuaded Dr. Edward Taylor, a Texas public health offi-



cer, and a dentist, to visit Deaf Smith County. Dr. Taylor drove through the county, stopping here and there and examining the teeth of the inhabitants at random. He examined 56 persons, aged 2 to 60, and found not a single cavity. That turned the tide. The U.S.

Public Health Service studied caries in Galesburg and Quincy, Ill. Galesburg water comes from deep wells and contains a high level of fluoride-and other trace elements. Quincy inhabitants drink surface water from the Mississippi which contains virtually no fluoride. Result: few caries in Galesburg, many in Quincy. Other studies followed, each confirming the last. The medical profession was convinced - but many among the public have not been, with the result that proposals to fluoridate public water supplies have been defeated in many communities.

Fortunately for the families who have been deprived of sufficient fluoride by political action, Crookes-Barnes Laboratories of Wayne, N.J., has now made available a solution, Les-Cav, which physicians and dentists can prescribe to bring any child's fluoride intake up to the optimum. A few drops in milk, juice or water conscientiously administered will achieve the same effect as fluoridation of the water supply. Today dental health of children no longer rests on political decisions.



"JB: MLC says we're O.K. on that C.O.D. Your wife called — there's a PTA meeting tonight and she needs the MG."

Though this secretary's memo is fictitous, it could become reality almost any day now. With our mania for thumbnail sketches, capsule comments, digests news-in-brief, and speed, speed, speed, it's little wonder that most of us are initial-happy.

Initialed government agencies dot our daily papers like dandelions in a meadow. Used to monogramming our conversations, we turn a disc jockey into a DJ, a post exchange into a PX —and cut a dignified personage down to size by dubbing him a VIP. As a sign of the times, playwright Archibald MacLe'sch, retelling the story of Job in modern times, made his afflicted hero a businessman called J.B. The playwright's "initial" effort won a Pulitzer Prize. There are even cases on record of babies being christened with initials instead of proper names!

This trend has been a long time in the making — oh, maybe not since B.C., but well into A.D. People have been dividing time into A.M. and P.M. at least since the 19th century. For a lot longer than that, B.A.'s, M.A.'s Ph.D.'s and other educated folk have been fond of sprinkling i.e. (that is), and e. g. (for example) throughout their discourse. O.K. has been an expression in the U.S.A. at least since 1828, yet few people have any notion of how this term originated. Even scholarly O.K.'sers aren't completely sure. Some say that O.K. derives from the Choctaw Indian word, oke, meaning "it is so." Enemies of Andrew Jackson, a president as famous for his sketchy schooling as for his rugged leadership, said that Jackson coined the abbreviation from "all correct" as he spelled it, "orl korrect". Those who liked Jackson and his running mate,, Martin Van Buren (later elected President) maintained that O. K. came from Van Buren's nickname of Old Kinderhook. (Van Buren was born in Kinderhook, New York.)

Initials have become more and more

O.K. ever since. In 1844, a group of idealistic Britons launched an organization which is almost never called by anything but its initials, Y.M.C.A. The same "short shrift" was given to another high-minded group founded 30 years later, the W.C.T.U. John D. (for David) Rockefeller, a frequent contributor to the YMCA, made an indirect contribution to the folklore of initials when the courts ordered the splitup of Standard Oil. Among the smaller companies formed were Esso (S. O. for Standard Oil) and Socony (Standard Oil Company of New York). Other business firms followed this lead and today most big corporations have initialed nicknames.

Sometimes it figures: who'd stumble through Batten, Barton,, Durstine and Osborn when they can say a short, snappy "BBDO"? On the other hand, one of America's oldest, largest and most polysyllabic investment firms has never been known by its initials. We refer of course to Merrill, Lynch Pierce, Fenner and Smith, formerly Merrill, Lyncn, Pierce, Fenner and Beane, and sometimes known as "Merrill Lynch" or "Whee, the People."

Other famous products known by their initials include the electronic "brain" UNIVAC (Universal Automatic Computer) and the radar upon which so much of our national defense depends. Did you know that RADAR stands for "radio detecting and ranging"?

The initial craze has gone even further. After the war, Americans developed a fondness for initials that spell out words. Some agencies, like SHAPE (Supreme Headquarters of the Allied Powers in Europe) and CARE (formerly Cooperative American Remittances to Europe and now Cooperative American Remittances to Everywhere) were long suspected of choosing their titles so that the first letters former a word. A recent addition is the DEW (distant early warning) radar line that stretches across our continent's northern frontier.

The government has always been an ace initialed-coiner. The FBI was or-

ganized in 1908; the ICC (Interstate Commerce Commission) dates back even farther, to 1887. But it was in the Roosevelt era that "the letter of the law" really became a reality. The AAA, CCC, FTC, NIRA — the list of acts and commissions goes on indefinitely. One legend has it that the National Industrial Recovery Act, which attempted to draw up codes of fair industrial competition, inspired thousands of Depression-battered parents to name their infant daughters Nira. The Supreme Court eventually ruled the law unconstitutional, but that didn't help the little girls.

Most initials stand for only one name, but one of America's most famous citizens has a middle initial that symbolizes two names — or more, depending on how you look at it. Ex-president Harry S. Truman caused a lot of comment with his mysterious middle initial. Eventually he explained that his family had disagreed over whether his middle name should be Shipp or Solomon, so he pacified both sides by using only the S.

Other countries also share our weakness for initials. The Russians so far haven't claimed their invention, but the Russian "government agency", O.G.P.U., N.K.V.D. and M.V.D. — all successive versions of the secret police —is notorious throughout the world. When an Englishman makes good, he often resembles a one-man bureaucracy, signing his name Sir John Smith-Jones, Q.C., O.B.E. (Queen's Counsellor, Order of the British Empire), and as many other honorific initials as he's managed to accumulate.

And it's the British who may have contributed the most colorful chapter to the checkered history of initials, with a little event called the O.P. riots. In 1809, England's famous Covent Garden Theater reopened after a disastrous fire — at increased admission prices. For three months thereafter, crowds mobbed the theater shouting "O.P., O. P. (old prices, old prices!)" Finally the management had to give in.

But don't get any ideas. The practice would be far from O.K. with your local cop (constable on patrol).

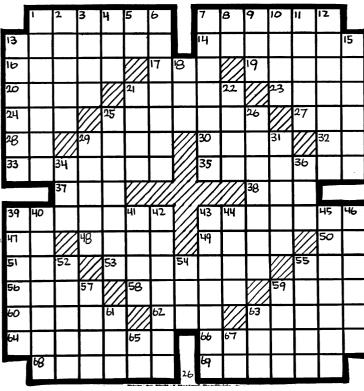
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By LARS MORRIS =

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GIRLS! I DON'T ENJOY SOCIALS -- I'D RATHER

ENJOY MY BOO AND MUSIC .. I'M THE

ND

CONSERVATIVE TY



In some marriages the problem is all relative. ٠

Reckon the string bean was the for runner of the zipper. . . ۰

Ain't it funny how the front pews kin be so empty in a crowded church? ٠ ٠

Yep, as soon as you start on an auto trip Junior always gits thirsty.

These days Red Ridin' Hood ain't in it; you can't thrust Grandma with a wolf.

When Tubby Tyler gits to ailin' his friends sure set up with a thick friend. .

All told when it comes to women it's all told.

One thing about havin' a tough job, no one else wants it. . .

The thing most G I's want to git out of the army is, them.

In the school of life, experience is one whale of a good teacher.

Golfers and fishermen ain't the only fibbers, there's the Daddy of a brand new baby too. .

Nope, all the teeth put in the law these days ain't wisdom teeth.

Depression is a time when the horn of plenty ain't in tune. -REV CHARLEY GRANT





When the body of a drowned girl could not be located in the Alleghany River, a LOAF of BREAD with a CANDLE Stuck in the top was set afloat ... ON THE SPOT WHERE THE BREAD TILTED OVER, a hook was lowered--AND THE BODY WAS FOUND !! (PITTSBURGH, PA., MAY 5, 1952)





Mrs. Zaddie Bunker, of Palm Springs, Cal., JUST RECEIVED HER LICENSE TO FLY AN THE AGE OF 65 !! She is probably the oldest woman to solo a plane — and plans to fly to Florida this winter to visit friends!

FRANK HENDREN, WORKING ON THE RANGE NEAR Billings, Montana, KILLED 665 RATTLESNAKES IN SIX DAYS!



GUESS WHO'S THE PARTY

THOSE

WERE

Keemail



WNBC-TV-4

WOR-TV-9

WCBS-TV-2 WABC-TV-7

- SATURDAY, OCTOBER 29 12:00 Noon Sky King-Kirby Grant True Story -True Story -Zacherley-Mystery -Movie-Mystery -Slapstick Theater 12:30 P. M. -News-Robert Trout -Detective's Diary-Don Gray 1:00 P. M. 13-4
- American Musical Theatre
- 4-Mr. Wizard-Don Herbert 5-Movie-"The Fake" 11-Touchdown-Chris Schenkel 13-Grassroots Voter-panel

- 1:30 P. M. 2—Eye on New York 4—Progress '60—Education

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- **WNTA-13** 4:30 P. M. 4-Bowling Stars-Bud Palmer 9-Jockey Club Gold Cup 13-Movie-"Panic in Streets" 11-William Tell 5:00 P. M. -Life of Riley—Comedy -Captain Gallant—B. Crabbe -Movie—"Murder Over N. Y." -All Star Golf—Houston -Movie—See -:30 p.m., Ch. 9 -Ramar—Jon Hali 11-5:30 P. M.

WNEW-TV-5

WPIX-11

- -Movie—"Flying Fortress" -Saturday Prom—M. Griffin -All Star Golf—Florida
- 11-Robin Hood 6:00 P. M.
- 5-Felix and Friends



'OUTLAWS' — Created within the NBC Program Development Department, the one-hour, historically-authentic Western series documenting the stories of famous badmen will occupy a Thursday night slot on the NBC-TV Network's 1960-61 schedule. The "Outlaws" series, set in the Oklahoma Territory at the turn of the century, stars (from left) veteran actor Barton MacLane as U.S. Marshal Frank Caine, and newcomers Don Collier and Jock Gaynor, respectively, as Deputy Marshals Will Foreman and Heck Martin. Frank Telford, of NBC, is the executive producer of the new series executive producer of the new series.

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- -Movie—"N. Y. Confidential -Fast Guns—Western 2:00 P. M. -Movie—"Kathleen" 11--Pro Basketball -Knicks vs. Pistons -Movie—"Loan Shark" -Football Kickoff 11--South Sea Adventure 2:15 P. M. 7—Coll. Footb.—Ohio vs. Mich. 2:30 P. M. 5—Movie—"Beware, Spooks" 11—Western Marshall **3:00 P. M.** -**Movie**—See 1:30 p.m. Ch 9
- 11-Unarmed-Western
- 3:30 P. M.
- 2-Movie-"I Dood It" 11-Boots and Saddles
- - 4:00 P. M.
- -Movie—"Flying Wild" -Soldiers of Fortune
- 11-
- THE CHRONICLE

-Jetr's Confe -Record Wagon—Clay Cole 6:30 P. M. -Local News—Gabe Pressman -Cartoons—Sandy Becker -Men of Annapolis Torretorne Claudo Kinghner

-Terrytoons—Claude Kirchner -Sergeant Preston

7:00 P. M.

-Boston Blackie-Mystery

13-Movie-"House of Strangers

7:30 P. M.

-Family Classics-"The Scarlet Pimpernel"

Brothers Brannagan Lock Up-MacDonald Carey

Campaign Roundup

-Jeff's Collie

Circus Boy

Superman

Bonanza

5—Judge Roy Bean 7—Roaring 20's

–Film Drama

- 11—Aqua-Lung Adventure 8:00 P. M. 5—Big Beat—Richard Hayes
- -State Trooper 8:30 P. M. -Checkmate—Mystery -Tall Man—Western 11-

- Leave It To Beaver-Comedy
- 9—Film Drama 11—Pro Football Highlight
- 13—Play of Week—Duet of Two Hands"



NBC OPERA COMPANY - The principal singers who will appear in the world premiere performance of Leonard Kastle's opera, "Deseret," two-hour colorcast presentation on the NBC-TV opera, "Deseret," two-hour colorcast presentation on the NBC-IV Network during the 1960-61 season, are (from left) Judith Raskin, John Alexander, Rosemary Kuhlmann and Kenneth Smith. The story concerns Brigham Young (Smith) and his impending mar-riage to Ann Louisa Brice (Miss Raskin). Alexander plays a Union officer on a mission for President Lincoln, and Miss Kuhl-mann portrays Young's first wife.

9:00 P. M.	2:00 P. M.
4—DeputyWestern	2— Danny Kaye —Variety
5Wrestling-Bridgeport	4-Movie
7-Lawrence Welk	7—Movie—"A Dangerous Game'
9-Movie	2:30 P. M.
11—Victory at Sea	2-Movie-Captains Courageous
9:30 P. M.	11—Mark Saber
2-Have Gun, Will Travel-	11—Captured
Richard Boone	13— Movie —"Panic In Streets"
4—Campaign and Candidates	3:00 P. M.
11—Imposter—Comedy	5-Movie-"Of Mice and Men"
10:00 P. M.	7—Championship Bridge
2—Gunsmoke—James Arness	9-Movie-See 1:30 p.m., Ch. 9
4-Boxing-New York	11—Public Defender
11—Bachelors—Comedy	3:30 P. M.
10:30 P. M.	4—Direct Line—Discussion
2—Sea Hunt—Lloyd Bridges	7—Pro Football, Tex vs Broncas
4-Movie-"Secret Mission"	11—City Detective
9-Genius-Documentary	4:00 P. M.
11-Movie-"Daisy Kenyon"	4-Open Mind-Discussion
13—Dance Party—Ted Steele	11—Laurel and Hardy
11:00 P. M.	13—Record Wagon—Člay Cole
2-News-Richard Bate	5:00 P. M.
4—News—Bob Wilson	2-Amateur Hour-Ted Mack
5—Movie — "Gallant Journey"	4-Celebrity Golf-Snead
7— Circle —Music	5—Theater 5
	11—Casey Jones—Adventure
9-Bowling-Brooklyn	13—Movie—House of Strangers
11:15 P. M.	C
2-Movie"Kansas City Confid.	5:30 P. M.
4—Movie—See 10:30 p.m., Ch. 4	2—College Bowl—Quiz
11:30 P. M.	4—Chet Huntley
7— Movie —"The Black Tent"	11—Superman
	6:00 P. M.
SUNDAY, OCTOBER 30	2—Face the Nation—Sen.
12:00 Noon	Kennedy
2—Other Hats In The Ring	5—Movie—"The Star"
7—Funday Funnies—Cartoons	4—Meet The Press—
9—Oral Roberts—Religion	9—Film Drama
11—Between The Lines	11—Brave Stallion
12:30 P. M.	6:30 P. M.
4—Youth Forum—Discussion	2—Twentieth Century
7—Rocky and his Friends	4-Shirley Temple-"Prince and
13—Governor Robert Meyner	Pauper"

- 1 P.M. "On An Island -Movie-----Movie--- "On An Island With You" --Movie--The Dark Command --Yesterday's Newsreel --Continental Miniatures
- –**Movie**—"Heidi' 13-
 - 1:30 P. M.
- 7—College News Conference 9—Movie—N. Y. Confidential" 11—Inner Sanctum

Page Eleven

- -Walt Disney-Adventure
- -Whirlybirds
- -Great Music from Chicago 7:00 P. M. 13
- -Lassie
- 9—Terrytoons—Kirchner 11—Pioneers—Western
- 7:30 P. M.
- -Dennis The Menace -Maverick—"A Bullet For the Teacher"
- **MONDAY, OCTOBER 31**

- 7:00 P. M. -News—Robert Trout Shotgun Slade—Western 4 **Royal Canadian Mounties**
- Blue Angels-Adventure Terrytoons
- 11—News—Kevin Kennedy 7:30 P. M. 2—To Tell the Truth—Panel -Riverboat-Adventure 4_



SHARI AND FRIENDS - Pretty, red haired ventriloquist Shari Lewis and her unique puppet friends, including Charlie Horse and a visiting lion, in a typical scene from "The Shari Lewis Show" colorcasts over the NBC-TV Network Saturday mornings. The talented Miss Lewis also entertains youngsters with songs, stories and magic.

9-Movie-"The Large Rope" 11-Front Page Story 13-Play of the Week-8:00 P. M. -National Velvet Racket Squad 11-Whirlpool-Drama 8:30 P. M. -Tab Hunter—Comedy -Metropolitan Probe -**Lawman**-Western 11-Lawbreakers 9:00 P. M. -G.E. Theater -Chevy Show— -I Led Three Lives -Rebel—Western 11-Navy Log 9:30 P. M. Jack Benny-Comedy 2 Medic-Drama -Islanders-Adventure World Crime Hunt 13--Newsprobe 10:00 P. M. -Candid Camera -Loretta Young—Drama -Charlie Chan—Mystery 2 Target-Adolphe Menjou 13-Open End-David Susskind 10:30 P. M. 2-What's My Line? 5-Sherlock Holmes-Mystery 7-Walter Winchell 9-Movie-"The Velvet Touch" 11-Notre Dame Football 11:00 P. M. -News—Walter Cronkite -News—Ken Banghart -Movie—"Don Juan Quilligan' -Movie—They Can't Hang Me 11:15 P. M. -Movie, The Body Disappears -This Is Your Life -Movie—"Fighting Wildcats" 11:30 P. M. 11-Movie--"Private Nurse"

-Manhunt-Police -Cheyenne-Western Movie—"Road to Three Graves" -Invisible Man-Drama 11-8:00 P. M. -Pete and Gladys—Comedy -Dial 999—Police -This Man Dawson -Inis Man Dawson -Mike Wallace—Intervi-8:30 P. M. -Bringing Up Buddy -Sen. John F. Kennedy 13—Mike -Interview **Divorce** Hearing -Surfside Adventure -I Search For Adventure -Play of the Week—"Seven 13-Times Monday' 9:00 P. M. -Danny Thomas-Comedy -Klondike—Adventure -Movie—"Mail Order Bride" 4 Crime Does Not Pay 11--Man and the Challenge 9:30 P. M. Andy Griffith—Comedy Dante-Mystery -Adventures In Paradise -Kingdom of the Sea -You Are There—Cronkite 11-10:00 P. M. -Barbara Stanwyck -Walter Winchell Fale -Science Fiction Theatre -Boxing—St. Nick's 11--Boxing-10:30 P. M. Presidential Countdown Berle Jackpst-Bowling -Berle Jackpst-Bown Big Story-Drama -Peter Gunn-Mystery -Movie-Drama 13--Playback-Music 11:00 P. M. -News—Prescott Robinson -News—John McCaffrey News -News-Scott Vincent -News-John Til'man 11:15 P. M. 11-2-Movie-The Ghost Breakers

4—Jack Paar—Variety 11—Movie, The Undying Monster 7—Movie — "Frankenstein"	11-
7—Movie, The Ondying Monster 7—Movie — "Frankenstein"	2-
TUESDAY, NOVEMBER 1	7-
	11-
7:00 P. M. 2—News—Robert Trout	
4—Phil Silvers—Comedy	W
5—Coronado 9—Adventure	•
7—Expedition	•
9—Terrytoon ³ —K ^a rchner	2-
11—News—Kevin Kennedy	4
7:30 P. M.	5- 7-
2—Drama—The Unknown Man	9_
4—Laramie—Western	
5 Tightrone Police	TT-
7-Bugs Bunny-Cartoons	0
9—Movie — "The Americano"	2- 4-
7—Bugs Bunny—Cartoons 9—Movie — "The Americano" 11—Men Into Space —Drama	5-
8:00 P.M.	7-
2—Father Knows Best	9-
5-City Assignment Drama	11-
7— Riflemen — Western	11
11—Divorce Court — Drama	5-
13—Mike Wallace — Interview	11-
8:30 P.M.	13-
2—Dobie Gillis — Comedy	10-
4—Alfred H tchcock	•
5-Mackenzie's Raiders	2-
7—Wyatt Earp — Western 13—Play of the Week—"Seven	1
Times Monday"	4- 5-
9:00 P. M.	.)_
2—Tom Ewell—Comedy	7–
4— Drama —"The Watcher"	1i–
5 Wrestling Sunnyside	13-
5—Wrestling—Sunnyside 7—Stagecoach West	10
11—Drama—"Sky Fighter"	2-
9:30 P. M.	4
2—Red Skelton—Comedy	5
11—Danger Zone	7-
	•

11-News-John Tillman 11:15 P. M. -Movie—The Killer Is Loose -Movie—Double Exposure ---Movie---"Belle Starr" **WEDNESDAY, NOVEMBER 2** 7:00 P. M. -Robert Trout -Death Valley Days -Tombstone Territory -Jim Backus—Comedy -Terrytoons—K rahner -News—Kavin Kennedy 7:30 P. M. Aquanauts—Adventure Wagon Tra'n—Wettern Texas Rangers—Adventure Hong Kong—Adventure Movie—The Americano Honeymooners—Comedy 8:00 P. M. Political Program Air Power-Documentary -Mike Wallace—Interview 8:30 P. M. Wanied-"Dead or Alive" -Western ---**Political Program** ---**Movie**----"The Day The Devil Hid" **Ozzie and Harriet**

- -San Francisco Beat
- -Play of the Week
 - 9:00 P. M.
- My Sister Eileen
- -**Perry Como**—Variety -**Movie**—Adventure
- Hawaiian Eye—Mystery



DANTE'S DOUBLE DATE - Howard Duff, in his title role of "Dante," seems a bit bewildered when guest stars Jackie Lough-rey (left) as Emily and Patricia Medina as Lulu vie for his favor in "The Feline Traveler" episode of the new NBC-TV Network series Monday.

11:00 P. M. -News-Prescott Robinson --–News—John McCaffrey –News—John Tillman 11-11:15 P. M. –Movie – "Camille" –Jack Paar–Variety 4 **THURSDAY, NOVEMBER 2** 7:00 P. M. -News—Robert Trout Drama—"Four Just Men" -Sheriff of Cochise 7—Vikings—Adventure 9—Terrytoons—Kirchner 11—News—Kevin Kennedy 7:30 P. M. -Witness-Drama -Outlaws-Western 4 -Rough Riders-Western -Guestward Ho! -Movie—"The Americano" -You Asked For It 8:00 P. M. 13_ 8:30 P. M. -Zane Grey Thea.—"The Ox" -Real McCoys—Comedy -Mike Hammer—Mystery -Play of the Week 9:00 P. M. 13-Angel-Comedy Bachelor Father-Comedy My Three Sons -Fiesta in Puerto Rico, Music 11—Target—Adolph Menjou 9:30 P. M. 2—Ann Sothern—Comedy 4—Ernie Ford—Variety -Untouchables-Drama -Long John Nebel 11--Sile_t Service — Drama 10:00 P. M. 2-Person to Person-Chas. Collingswood Groucho—Quiz -Touchdown—China 10:30 P. M. -June Allyson—Drama -Third Man—Mystery -Close Up — Documentary -Western 11-Touchdown-Chris Schenkel 13—Playback—Music 11:00 P. M. 2-News-Prescott Robinson

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- 4-News-John McCaffrey
- 11—News—John Tillman
 - 11:15 P. M.

–**Movie**—"The Chaser" –**Movie**—"The Invisible Ray" **FRIDAY, NOVEMBER 4** 7:00 P. M. News-Robert Trout Lock-Up Mystery Assignment Under Water 7-U. S. Marshall-Police 9-Terrytoons-Kirchner 11-News-Kevin Kennedy 7:30 P. M. Rawhide-Western -Dan Raven — Mystery __ -Political Program -Movie — "The Americano" -Matty's Funday Funnies — Cartoons 11-U. S. Border Patrol 8:00 P. M. 5-Night Court-Drama 5—Night Court—Drama 7—Harrigan and Son 11—High Road—John Gunther 13—Mike Wallace—Interview 8:30 P. M. 2—Route 66—Adventure 4—Westerner—Drama 5 membrican Tamátama **Tombstone Territory** -Flintstones—Cartoons 11—Meet McGraw—Mystery 13—Play of the Week 9:00 P. M. 5—Movie — Afternoon of the Beast" 7-77 Sunset Strip 9-Movie-"The White Devil" 11-I Search For Adventure 9:30 P. M. -News Analysis -News Finarysis -Political Talk -Pony Express—We -Pioneers—Western 10:00 P. M. 4--Western 11-10:00 P. M. -Twilight Zone -Michael Shayne — Mystery -Not For Hire-Mystery -Detectives — Robt. Taylor -Race for Space 10:30 P. M -Eyewitness to History -Man Hunt — Police Law and Ma Jones 4 .5-Law and Ma Jones -**Movie**—Drama -**Playback**---Music 13 -11:00 P. M. News-Prescott Robinson -News—John McCaffrey -News—Scott Vincent -News—John Tillman 11:15 P. M. 11 -2--Movie—"Miss Tatlock's



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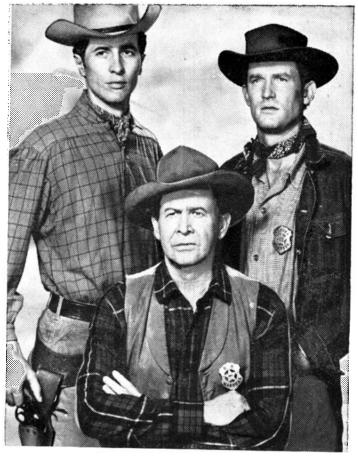
Millions"

Jack Paar-Variety

PROM PROS — Merv Griffin (with microphone) trades banter with singer Joannie Somers (center) and the young vocal group, Dante and the Evergreens (behind Joannie), as youngsters gather near the bandstand of NBC-TV's "Saturday Prom." The performers are typical of teenage recording favorites who make live appearances to entertain nigh school students in a New York studio each Saturday afternoon.



GOGI GOES DRAMATIC — Making her television debut as a dramatic actress — in addition to warbling songs in the special Grant style — songstress Gogi Grant is the guest star of the NBC-TV Network's full-hour "Dan Raven" mystery for Friday, Oct. 28. Skip Homeier stars in the title role as a lieutenant of detectives. Miss Grant plays a night club thrush accused of murdering her estranged husband for his insurance money.



OKLAHOMA LAW — "Outlaws," documenting with historical accuracy the stories of infamous Oklahoma badmen at the turn of the century, starts on the NBC-TV Network as a Thursday night, full-hour Western-adventure series. Created within the NBC Program Development Department, the series co-stars (from left) Jock Gaynor as Deputy Marshal Will Foreman, Barton MacLane as Marshal Frank Caine and Don Collier as Deputy Marshal Heck Martin. Stories will deal with such desperadoes as the Daltons, Bill Doolin and Henry Starr.



LOUIS ARTHUR CUNNINGHAM

Martha Gannet saw Toni just as soon into Pine — and Toni was skipping, sure as she turned the corner from Mont Street sign of happiness and six-year-old freedom Also, the yellow organdy dress, from care. the matching hat atop the golden mass of curls, seemed to have suffered little damage from the two hours and more of St. Augustine's Church Lawn Fete and Garden Party

"Steve!" Martha reached out and jiggled her husband's arm. "Here comes Toni back from the garden party and she's got some-

from the garden party in the party in thing —" "Not whooping cough, I hope —" Steve dropped his paper. "There's a lot of it—" "Don't be silly. I mean she's got a—a box or something. Look!" Steve's eyes were not so practiced as

Steve's eyes were not so practiced as Martha's in detecting differences in Toni's contours when she was still almost block away in the early dusk of August, still he could see — or imagine he saw — a little packet clutched tightly in Toni's hands. "I hope she didn't pinch anything, Martha. You know, Toni's ideas of meum and tuum aren't very well defined as yet. Maybe she swiped the vicar's silver." "Oh. she wouldn't. Sally Franks took her

"Oh. she wouldn't. Sally Franks took her to the party and I'm sure Sally kept an eye on her. She said she'd see her home right

to the corner and I know she did. But I

wonder what she's got." "Oh, some junk she won in the Fish Pond, maybe," yawned Steve. "I remember once I won a woolly lamb as big as an Airdale. Martha wasn't listening. She had got up from her chair and stood now at the head of the steps of the Gannet's neat white cot tage. Toni had seen her and was skimming over the pavement like a gorgeous yellow butterfly, the golden curls tumbling as she came up the steps and flung herself into Marthe's arms Martha's arms.

"Look - look, Mummy - look what I won!

won!" Martha took the lovely gold papered box. Steve craned forward for a look. "Fleurs du printemps," Martha read in her best convent French. "La Maison Malmery. Why, my Lord. Toni, where ever did you get this? It costs a fortune and this—" She pulled out the exquisite cut glass flacon from its purple velvet sheath. "Why, there must be anyway six ounces."

"Why, there must be anyway six ounces. Mm—" She pulled the stopper and sniffed it and closed her eyes. "Heavenly! Smell, Stove..." Steve-

Steve took a sniff and muttered. "Wow!" They both looked a bit fearfully at their lovely daughter in whose violet eyes was the light of the heaven from which she was

"How did you win it, Toni!" said Martha, ready for the worst, hoping for the best. "For being handicapped," said Toni seri-

For—" Martha looked stricken.

"For—" Martina looked struken. "What in—" Steve began to hear the rumble of the fiery temper that had made him a hockey star before he went into bank-ing. "Just who—"

"Oh, it's all right," Toni assured them with earnest gravity. "I can be cured. Miss Wynant says I'll learn fast. You have to start when you're young like me —" She start when you're young like me —" She looked for a moment, appraisingly, at Steve and Martha. "I don't suppose you could, but if you want I'll ask her—" "Who's Miss Wynant?" Martha, from long experience with 'I'oni, took things slowly. "She's a new lady. She lives on Exeter Street and has a grand garden and a big dog and—"

dog and—" "How did you come to meet her, darling?"

Martha went back to the glider, drawing Toni with her, handing her back her prize.

"Give, Toni," she said. "What happened?" "Well, the garden party was grand fun and we had races and games and..."

"and ice cream and grape punch and..." They let her go. Finally she got to the big

"Then they had a contest to see who could smell the most different perfumes. A per-fume man from Mal—Mal—" "Maison Malmedy," helped Martha. "Uh-hum, from Mal-Well, he passed around

little blotters with a different perfume on each and we had to write down the names of each one and I had seven out of eight—

I had rose, violet, carnation, lilac, mignon-ette, Mayflower, jasmin and phlox—" "You did not!" Martha and Steve made a

"You did not!" Martina and Steve made a perfect duet of it. "Well—" Toni squirmed a little. "It was the same thing. Miss Wynant sat next to me and she printed the names on my paper."

"But didn't she hand in a paper?" "Oh, no!" Toni made the curls glint in the sunset as she shook her head. "She didn't hand in any. She's a lot of fun. She saidand all the people around us were laughing -this was when the man gave me the prize -no one else would guess more than one or two-Miss Wynant-" She had lost track again.

again. "Miss Wynant said," helped Martha. "Oh, yes! Miss Wynant said, "It's not fair for me to hand in a card. You people are all so handicapped and it just wouldn't be right_

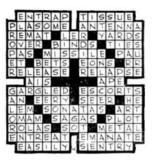
"What in the world did she mean?" mur-mured Martha. "I can't—"

mured Martha. "I can't—" "She said my handicapped didn't matter," went on Toni. "If I come to see her often she'll help me overcome it, and I'll be able to enter a whole new lovely world—" "I still don't—" Steve rubbed his jaw. "There—" Toni jumped away from them. "There she is now, walking down the street

"There she is now—walking down the street with Mrs. Gertner. Isn't she grand! Hasn't she the loveliest smile?"

Steve and Martha stared a bit resentfully at this woman who had dared to say their

child, perfection to them, was handicapped. Then they saw — the slim white cane in the slender hand, the serene look on the lovely face and they didn't ask Toni if she knew what was wrong with Miss Wynant. Toni didn't care, and anyway it didn't matter.



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The House of the 20-Page Menu

About the time, during the Spanish-American war, when Colonel Theodore Roosevelt was munching Cuban sandwiches in Tampa, Florida, a Cuban named Casimiro Hernandez founded a great tavern tradition after deserting a Spanish warship into which he had been impressed. He swam to shore and started a little restaurant in Havana. Soon he had accumu-

Havana. Soon he had accumulated enough savings to come to the land of his choosing, America. Almost immediately he opened a little bar in Ybor City, Tampa. That was the beginning of the

That was the beginning of the Columbia, the largest and probably most colorful Spanish restaurant in America. Serving upward of one and a half million meals a year in nine dining rooms with so wide a choice of food as to require 20 pages of menu, the Columbia is the most non-conformist restaurant in Florida. That is plainly indicated by the guiding principle of the present proprietor, Casimiro Hernandez, Jr.: "When a man finishes eating

"When a man finishes eating with me, I want him to say, 'By heaven, I'm full. I've had plenty." Another indication of nonconformism is the fact that Casimiro still serves a daily luncheon at ninety-five cents. As every other restaurateur knows, this can only be done at a loss, for the luncheon may include a bowl of Spanish bean soup, and a splendid Spanish beef stew of tenderloin tips and vegetable complements. Perhaps the meal

will wind up with ice cream made of coconut milk, a specialty of the house.

But, whatever the debit on this loss leader, the Hernandez family makes up for it on the immense popularity of other specialties of the house. One of these is the classic arroz con pollo Valenciana, or chicken with saffron rice. Another is the widely assorted sea-food dish, paella Valenciana. Beer and ale go so naturally with these dishes that the Columbia has built a reputation for its service of malt beverages with good food.

Featuring the rambling charm of the Columbia is its luxuriant patio, and the numerous pictorial tributes to Don Quixote. La Fonda, which was the first dining room of the nine, contains 375 hand painted tiles depicting the adventures of Cervantes' knight-errant. Many celebrities have enjoyed the Columbia's hospitality. Among them have been Adlai Stevenson, Arturo Toscanini, Primo Carnera and Margaret Truman-not to mention an army of gourmets. Almost half of the dwelling units in northeastern New Jersey were built before 1919. The New Jersey Department of Conservation reports 49 per cent as the estimated figure.

* * *

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