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Chronicle

NORTH JERSEY'S ONLY WEEKLY PICTORIAL MAGAZINE



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Fashions In Living

The gleam of stainless steel has it — and it shows up everywhere. Gems and precious metals have it in a different way. All minks have it for all women, and some women have it for all men. But almost every woman can endow herself and her home with that elusive sparkle we call glamour.

It's not just good looks, though that's certainly a large part of the glimmer of glamour. Nor is it merely the connotation of wealth and luxury; stainless steel, though it has the trim modern sleekness customarily found in moneyed homes, is actually one of the most economical materials used for flatware and tableware. And who hasn't known women who managed to look out-of-this-world on a very down-to-earth clothing budget?

"Magic; a spell of charm" is the sober dictionary's definition of glamour. Scholars trace the word back to the old Scotch glamer and the still older English gramarye — both meaning magic. In those good old days a girl could buy her glamer from the local witch in the form of powdered mandrake root mixed with various other herbs (you just added water) to form instant love potion.

A more helpful definition is offered by Gloria Wright, a girl eminently qualified to recognize glamour when she sees it. Moving around the country demonstrating housewares to TV audiences, department store customers and women's groups, she meets literally hundreds of women every week. Says Miss Wright: "Glamour in a woman is flair — and flair can be cultivated. The glamorous woman has learned how to present herself. She's also learned to display her home to best advantage — the right setting is important for any gem. Because this knowledge has given her self-confidence, she projects that easy, effortless quality essential to true glamour."

Giving the impression of effortless ease may take some doing, however. Here are Miss Wright's suggestions for giving both the homemaker and her home an aura of glamour.

A woman's glamour begins with her home. Sound odd? It isn't, really. That's where she spends most of her time, and the way her time is spent — whether her household tasks are done haphazardly or with scheduled efficiency, whether or not she succeeds in creating a decor that's eye-pleasing and comfortable for both family and guests — is bound to affect the way she looks and acts. But with just a little intelligent effort, any woman can sparkle in the perfect setting.

Space — make more of it! Skillful placement of chairs can often make one lamp and end table do the work of two. Never kitty-corner chairs or sofas — it's wasteful of floor space. You can buy bookcases that are hung from a wall, consuming no floor space at all.

Styling — make the most of lines and textures. Polish wooden surfaces to a high sheen; set them off with the gleam of stainless steel ashtrays, candy dishes, fruit bowls. With more floor space, you can really show off the lines, period or modern, of your favorite piece of furniture.

Comfort — at least one man-sized chair and ashtray are musts for the single girl who'd like to make eligible callers feel at home. If married, be sure there's at least one corner of the house where hubby can strew ashes and newspapers to his heart's content. The glamorous woman flatters a man's masculinity as much in the way she arranges her home as in the way she does her hair.

Lighting — you should be able to control it, key it to your family's various moods and activities. You can buy a dimming switch that will adjust room lighting to any level desired, from soft-lights-and-music to the brightest "task light."

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FEATURES

A Complete Short Story -----

COVER STORY

B-r-r-r----- It's Cold That seems to be the expression from the youngster who is the recipient of a bucket of water. This took place this week when the temperature was kind of high. Immediately after the picture was taken, the father of the youngster, couldn't resist the temptation, he jumped in the pool also. Could you blame him?



THREE SQUEAKY PEOPLE — Walt Disney's ever-merry cartoon characters, Chip (left) and Dale, make music and harmony with a beautiful distaff chipmunk in one of "The Adventures of Chip 'n' Dale," to be broadcast for the first time in color on the NBC Television Network's full-hour "Walt Disney's Wonderful World of Color"

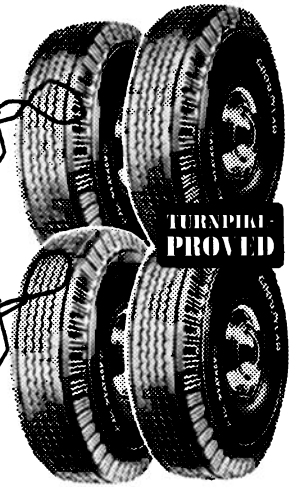
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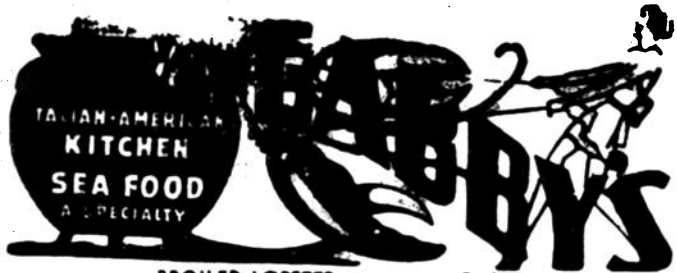
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—ALCOHOLICS—

The N. C. A. combats alcoholism through public and professional education, community services, guidance to the alcoholic and his family, and research. Committees on Alcoholism, set up in communities throughout the country, maintain centers where information and guidance can be obtained. The N. C. A. even supplies information and personal direction on how to go about getting up such a committee.

Another organization that will give help is Alcoholics Anonymous, which has 4,5500 units in the United States and Canada. More than 30 states and many, many individual communities provide information and therapy. Many business firms, working with N. C. A. are helping to establish alcoholism programs and are making use of available facilities. The Salvation Army, too, has had a successful record in helping alcoholics.

An alcoholic **can** recover. He will never be able to drink again, but he can lead a normal, happy, and healthy life, without alcohol.

You don't help an alcoholic by nagging, scolding, lecturing, moralizing, or making empty threats. But getting an alcoholic to professional assistance, can be an important step toward his recovery.

★ ★ ★

It's been estimated that fully one million of this nation's five million problem drinkers are women.

★ ★ ★

More alcoholics live in the City than in the country. San Francisco leads the nation in number of alcoholics.

★ ★ ★

The average age of an alcoholic is 40. The majority of alcoholics are between 30 and 50.

★ ★ ★

On the average, 3 per cent of the work force, are problem drinkers.

Grooming

If you'd be glamorous, your grooming should create one dominant effect: sleekness. Make-up and hairdo; softly flattering, dramatic but not theatrical for The Big Evening and always flawlessly neat. Clothing: simple in line and perfect in fit. Jewelry: bold or delicate as your preference dictates, but sparse.

Experiment till you find your look — and don't be scared by fashion dogma. The latest thing is for Hollywood stars to accent the roundness or squareness of their faces with make-up instead of trying to copy the perfect oval formerly thought to be the ideal of beauty. One look that's striking on all women: matching your blouse, sweater or neckerchief as closely as possible to your hair color.

Boost morale and be prepared for unexpected guests by wearing pretty, crisp housedresses and fresh lipstick even when you do the grubbiest chores. Take frequent "coiffure breaks" from housework to comb hair and freshen lipstick.

Don't wear pincurls at night when he's home; put your hair up while doing your daily chores and hide the pins with a gay bandanna.

Dress the way he likes you to. Glamour, like the beauty that may or not be a part of it, is largely in the eye of the beholder.

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Predicting The Future

How prosperous will we be by 1964?

How much will we spend? What will we buy?

When will the next recession occur?

For the answers, more and more business firms are turning to Louis H. Bean, former Economic Advisor in the Office of the Secretary of Agriculture, and a man famed for his ability to predict the future. He prophesied a Democratic victory for 1948, the year of Truman's election, correctly forecast major depressions and recessions, as well as their major business upturns, and developed a method for predicting weather changes and crop yields per acre at least a year in advance.

What does this forward-looking citizen see in our national future? Our present wave of prosperity, according to Bean, is likely to reach its peak during the six months right after the November election, if post-war experience is used as a guide. A recession beginning mid-1961, will probably reach its low point in early 1962. Industrial output might fall off as much as 15 per cent.

The happy sequel envisioned by this prophet: a sharp rise in 1963 to a "new high of full employment" and prosperity in 1964. At that point, industrial production will be expanding at a level in line with the normal rate of three and a half per cent a year. Consumer expenditures — boosted by population growth, increases in employment, wages and social security payments as well as rises in price and volume of goods — may be a whopping \$55 billion over the \$300 billion figure reached in 1959. By '64, predicts Bean, Americans will be shelling out approximately \$7.9 billion more for food than the \$70 billion they spent in 1959. They'll spend an additional billion for alcoholic beverages (the '59 tally was \$9.3 billion). There'll be a striking change in our national beverage preferences, with vodka riding the crest of the wave. Vodka sales, already setting a breathless pace, may double during the next several years, and by '64 may even surpass those of a current favorite, gin. How can one man venture to guess what a whole nation will be eating, drinking, spending? Bean's methods are both simple and scientific: to predict the future, he studies the past. Over the last 15 years, four minor recessions have occurred at three to four-year intervals. During the same period, consumer spending has shown an average annual increase of \$11 billion. For every additional \$100 spent by con-

sumers, about \$22 goes for food and something less than \$2 for alcoholic beverages.

But why should Joe Doakes toast the New Year of 1964 with vodka — a drink most Americans had never heard of ten years ago — in preference to older standbys such as gin, Scotch and Canadian Whiskeys? Because, says Bean, this liquid displacement has **already** taken place to a great extent. As consultant to Heublein, makers of Smirnoff Vodka, he's watched the change — one might even say he's pored over it. Vodka became more popular than brandy in '53, overtook Canadian Whiskey in '55, cordials in '56 and almost caught up with Scotch in '57 and '58.

"Vodka stands a good chance of surpassing Scotch in '60," says Bean, "and of surpassing gin shortly thereafter." He points out that gin consumption, now at a rate of 21 million wine gallons annually, has shown no marked uptrend in the past five years, while vodka has made galloping gains.

From a mere trickle of 700,000 gallons in 1950 (annual rate), vodka bottlings rose 400 per cent in four years, another 400 per cent within the next four years. Of the 17.5 million gallon increase in total domestic bottlings over the past four years, vodka contributed 11.5 million, or 60 per cent. Now about 8 per cent of the national alcohol market, vodka may claim 12-13 per cent by 1964.

It's happened before, with other commodities. In the food industry, there's been a significant displacement of butter by margarine, and a decline in the pork share of the consumer's dollar with the beef share holding its own.

The hitch — if any — in Mr. Bean's predictions? Whether they relate to the rhythm of boom-recession or to the ebb and flow of liquor sales, they're all based on post-war trends and on the assumptions that existing economic factors and trade practices would continue.

Does the economist ever err? Sometimes, and those times are memorable for Mr. Bean. No wonder. Only when he errs can friends and office associates mournfully chant:

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