

THE
SUNDAY

10¢

Chronicle

NORTH JERSEY'S ONLY WEEKLY PICTORIAL MAGAZINE



AUGUST 12, 1962

VOL. XXXIV, No. 33

DO YOU MAKE THESE COMMON MISTAKES

Do you think that buying is always cheaper than renting? Or that ready-made foods always cost more than if you prepare them yourself? Or that a classy Bourbon is more expensive than a plain blend?

All these ideas are incorrect. And it's because of misconceptions like these that many people lose money when they try to save it!

Here are seven mistakes many people make, and advice on how to avoid them:

1. They shop too often. A homemaker should shop only about once a week. Reason: you'll have more time to plan your purchasing, and you'll make fewer snap decisions. Besides, you'll go in for more economical bulk buying. And you'll get a better — and perhaps startling — estimate of how much you really spend.

2. They are fooled by appearance. You pay more for a boneless roast, but it actually saves you money in the long run. You'd think you pay more for ready-made cakes and pies, but they actually cost you less than if you bought all the ingredients yourself. (Reason: you can't buy the minimum of the ingredients you need.)

You might think that a Good Bourbon would cost more than a common blended whiskey, but you can get a good quality of straight Bourbon for the same money charged for blends. You might think you can save money by buying the large, economy size, but not if it isn't consumed quickly enough and goes to waste. And, in buying canned fruit, the weight may not indicate the amount of fruit inside, but only that very heavy syrup is used.

3. They don't anticipate their needs. Psychologists have proven that people will buy too many foodstuffs if they shop when they are hungry. And commonsense indicates that if you shop when you absolutely must have something — say, tires — you won't compare prices and pay attention to quality. Always buying things on a hand-to-mouth basis costs you the savings you might get during bargain days.

4. They buy before considering renting. If you wax your floors only twice a year, it is probably more economical to rent a waxing machine than to buy one. But, considering the upkeep costs of an automobile, renting may not be as wise as going by bus. What you must compare is: the renting charge — and the cost of the appliance, its service and repair charges, its frequency of use, and its life expectancy.

5. They pay for what they can do themselves. Nobody is born a Mr. Fix-It. And anybody can learn how. Purchasing a handbook on household or auto repair can reap dividends. Examples: if your window sticks, try waxing the grooves before calling a glazier. If your drainpipe leaks, cover it with wet plaster and cloth, tie it with a string, and let it dry. If your floor creaks, fill the cracks with talcum powder, then shellac the floor.

6. They are fooled by guarantees. A guarantee doesn't always do that. Sometimes it will have instructions you must follow to make the warranty good. And occasionally, the cut-off time is unrealistic. Your best guarantee is a well-known brand in the store of a reliable merchant.

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FEATURES

A Complete Short Story -----

COVER STORY

Don Ameche, movie and television star, is shown congratulating a couple of performers after their benefit performance which took place at a local night club. The two performers are signed to work in the next movie production that is scheduled for Ameche.

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ABOUT MONEY?

Try not to be fooled by grading either. For example, "sterling" means 92.5 per cent silver, which is more silver than plain "silver" usually has. And there are important wearing differences between "top grain" and "split grain" leathers. In the liquor field, there is no such thing as a "bourbon brand." Either a bottle contains real bourbon — "straight bourbon" or — it contains no bourbon at all.

7. They are too trusting or too negligent about cash. When you give a cashier a \$10 bill, mention the amount to him. Even better, get into the habit of saying: "That's fifty cents from ten dollars." Don't be too shy to count your change, and always get a receipt.

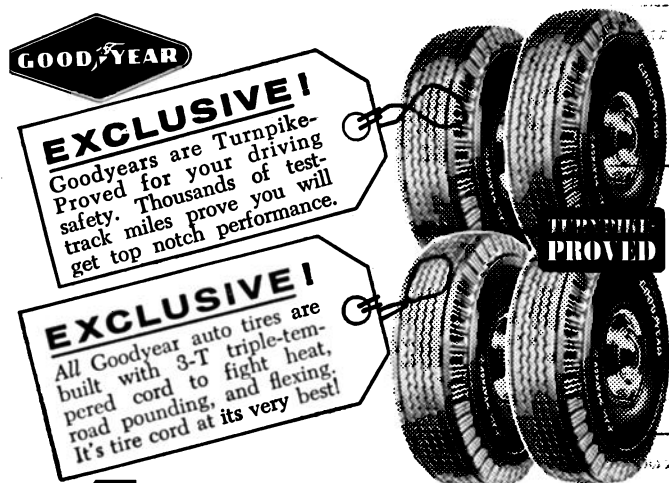
Keep in mind that all counterfeiters don't start from scratch. Sometimes they will merely change the number of a good bill. Memorize the faces on common bills: Washington, \$1; Jefferson, \$2; Lincoln, \$5; Hamilton, \$10; and Jackson, \$20.

A simple test of entirely counterfeit bills is examining the portrait. Counterfeits usually have dull, smudged, or very white portraits.

To borrow from Oscar Wilde, people can resist anything except temptation.

A handful of poisoned darts has been stolen from the Museum of Natural History in New York. A store employee in Nashville, Tenn., was caught stealing Bibles. In Chicago, workers were discovered strapping steaks around their middles before going home to eat them. And in a Kentucky distillery, almost all the women workers had fashioned shoulder holsters — every night before leaving work they gaily slipped a fifth of bourbon into the holster.

If you want to give away money — by ignoring this rule or the six others — at least get a reputation as a philanthropist.



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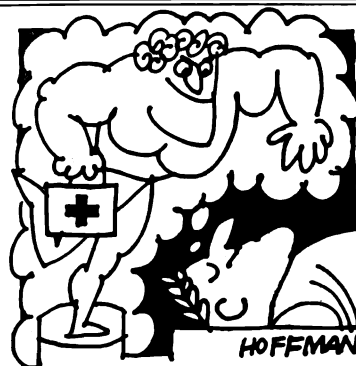
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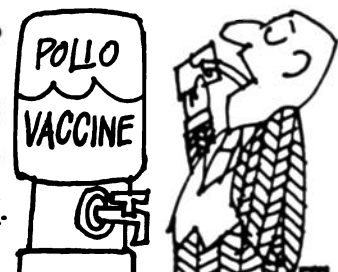
SCIENCE FACT AND FABLE

UNTIL RECENT TIMES, SCIENTISTS HAVE HAD A DIFFICULT TIME TRYING TO STOP POLIO. ACCORDING TO AN ANCIENT STONE TABLET FOUND IN GREECE, PARALYZED PATIENTS WERE ONCE GIVEN SLEEP THERAPY. IN DREAMS A GREEK GOD WOULD APPEAR AND HEAL THE PATIENTS.



MONKEYS, NOT GREEK GODS, ARE NEEDED FOR MODERN POLIO VACCINES. IN 1949, DR. JOHN ENDERS OF HARVARD DEVELOPED A METHOD OF GROWING POLIO VIRUSES IN TISSUE CULTURE OF MONKEY CELLS. THIS SET THE STAGE FOR THE SALK AND SABIN POLIO VACCINES.

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SNEEZING, SO COMMON TO MANY COLD SUFFERERS, IS TIED INTIMATELY TO THE FOLKLORE OF MANY NATIONS. MANY PEOPLE BELIEVED THAT SNEEZING EXPELLED EVIL SPIRITS WHO HAD SNEAKED INSIDE THE BODY.

IN ANCIENT CHINA, WHEN FRIENDS WERE ABOUT TO SNEEZE, PEOPLE CLASPED THEIR HANDS TOGETHER AND BOWED UNTIL THE SNEEZING SPREE ENDED. THEY TOO, FELT THAT SNEEZING WAS DUE TO DEMONS.



TODAY, THE SNEEZE AND THE SNIFGLE ARE REGARDED AS PART AND PARCEL OF THE DISCOMFORTS THAT ACCOMPANY SUMMERTIME COLDS. ONE SUGGESTION: CORYBAN, WHICH CONTAINS AN ANTIHISTAMINE, IS OFTEN EFFECTIVE IN RELIEVING THE "ALLERGY" OR HAY FEVER-LIKE SYMPTOMS OF A COLD.

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Message for THELMA

Tom's note said that he would come at 11 for his things. By 10:30 Anne had packed all of his personal belongings into three pigskin bags and the wardrobe trunk, which she dragged empty into the foyer of the apartment and filled there. Tom was never punctual. He might come half an hour early or half an hour late, and she wanted to have everything ready in time so that she could be out when he came.

She did not linger over the packing, or allow herself to feel anything, even when she put the set of cuff links and studs which had been her wedding gift to him, and the silver-mounted military brushes she had given him on their first — and only — anniversary into the bag.

I wonder if anyone else in New York uses military brushes, she caught herself thinking. I never knew any other man who did. A brief mental picture came to her of Tom before the mirror, making a determined effort with the brushes to force his sandy hair to stay in place. Then as quickly as it had come she banished it.

Surgical operations should be neat and clean. Even if it was something you were cutting out of your heart you mustn't linger over it.

Only when the three bags were standing beside the trunk, in their scuffer sturdiness, strangely reminding her of Tom, did she have to feel the emptiness within her. As if, in emptying the closet and bureau of his things, she had taken something from inside herself and packed it, too.

To escape the curious numbness which gripped her, she turned swiftly and went for her hat and coat. In getting them from the closet beside the front door she saw the large pad which hung there where Thelma, the maid, could not help seeing it both on arriving and leaving. Thelma was a good worker, but forgetful. "Thelma: Please refrost refrigerator," said last Thursday's note, reminding her that this was Saturday, and Thelma would do no marketing for the weekend unless told. But Thelma might be gone before Anne returned, and—

Anne hesitated. Then, do everything just as always, she told herself. If you let go now, it'll just hurt worse, and longer.

She slipped into her coat, forced herself to put on her hat with care. Then she took up the pencil that was tied to the pad by a red string and tried to think what she would need. Tomatoes, lettuce, oranges bread, milk, coffee, she thought. Soup maybe. I don't know. I don't care what I eat.

Her fingers were curiously stiff as she wrote carefully, in neat capitals: Needed. She underscored the word, drew a line after it, then had just begun to write down the items she wanted Thelma to buy when she heard the elevator begin its humming rise.

Swift panic assailed her. It was early, but it might be Tom. He mustn't find her there. To see him again, not knowing even now what it was that had gone wrong, would be more than she could face. Her carefully maintained self-possession would probably go in a flood of tears, and with it the last remnant of her pride, all that she had left, would be stripped from her. She dropped the pencil, ran out the door and down the fire stairs before the elevator could reach her floor.

It didn't stop, after all. But the fear of being caught there by Tom stayed with her until she was outside and hurrying across to Washington Square. Only when she reached the park did she slow her pace.

She found a bench and sat down. She tried to keep her thoughts turned from what was happening. But it wasn't possible.

Why? The question persisted in asking itself. What went wrong? Why didn't it work?

She knew it wouldn't be easy. A sports writer, Tom often had to be away for several days sometimes weeks. And the time when he was gone was just a series of empty days in which she missed him, it was almost a physical ache.

But she'd known how it would be, and knowing, had accepted the job of making their marriage work.

She had never let him guess the horrible loneliness that stayed with her when he was away, lest it make him feel guilty for leaving her alone so much. And she'd kept her job, writing store copy, not because she liked

ed or needed it but because it helped fill the days of waiting when he was away.

But she hadn't let the job come between her and the home she was trying to make for him. With the help of Thelma, and much forethought, she had kept it running so that the mechanics of housekeeping had never obtruded upon the time they did have together. And yet—

She still couldn't analyze it. Why Tom had gradually become dissatisfied and restless. Had taken to making excuses for staying away even when he was not working.

Then had come the blonde girl, Marion something, fresh out of college and trying to be a reporter. And Tom, spending more and more of his time with her until Anne, with her own need for him so strong had, in her disappointment and inability to guess what was wrong between them, provoked a scene which could not be made up. So now he was taking away his things . . .

Anne looked at her watch. In the turmoil of her thoughts, more than an hour went by. She rose and started back toward the apartment. Tom would certainly have come and gone by now. It was over. She could start rebuilding her life somehow. At least, she was thinking, as she unlocked the door, she had kept her emotions in control.

Then she opened the door. And all thought fled. He had not left. His trunk and bags were still there, and he was standing there.

"Anne," Tom said, as she closed the door, holding onto it for support. "Anne".

He took a step toward her. His voice was



rough with urgency. She tried to run away, but his hands caught her.

"Anne, we've been fools. Or at least I have. I need you. I know it. I never stopped knowing it, it was just that — you didn't seem to need me."

"Didn't need you, Tom?" She ceased her efforts to release herself. But I do. I've always needed you. The times when you were away— And then without warning the tears came.

She dried her eyes on Tom's handkerchief and held her lips up for his kiss. And she knew then, somehow, what he meant. She had made their marriage a thing light and gay — and it had been too light, too gay. Welcomes she had hid her emotions too well. With her casual goodbyes and her bright Men hate emotion, had been her guiding principle. But a good marriage has depth. That he — But he didn't have to explain. She understood all he said, and more.

"If you hadn't let me know, though," Tom said then, his square handsome features twisted in a grin, "if you hadn't put it where I couldn't miss it—"

Tom tried, awkwardly, to explain. Tried to tell her about Marion, whose need for his help and advice had almost made him think

But she was able to still the question on her lips before it was spoken. For she saw the direction of his look, and followed it to see the message for Thelma which she had begun, directing her to buy tomatoes and other items, but had not stayed to finish. And what the abruptly broken-off message said now, instead was: "eNeded—Tom."



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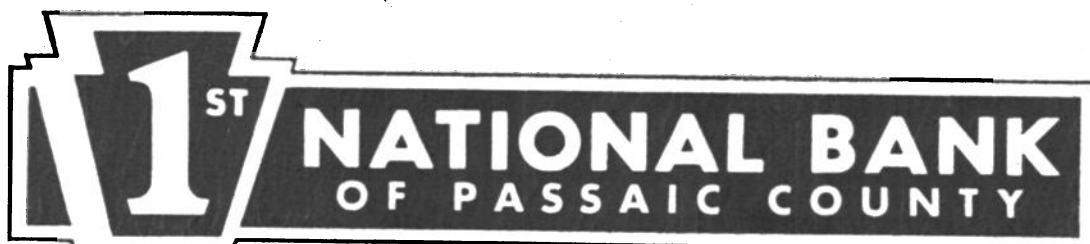
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