

# TIME

THE WEEKLY NEWSMAGAZINE



Boris Chai

RCA'S SARNOFF

"Who would dare predict the future?"

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# TIME

THE WEEKLY NEWSMAGAZINE

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# A LETTER FROM THE PUBLISHER

## Dear Time-Reader

The "TIME jinx" cry is on again. Sugar Ray Robinson, it says, was voodooed out of his world middle-weight crown last week (*see Sport*) by his picture on the June 25 TIME cover. Some sport columnists had chanted the hex legend earlier, when Robinson took a "no decision"



in his Berlin fight three days after the cover was published.

The legend, started long ago, snowballed from a few sport covers whose subjects ran into misfortune. Examples:

Joe DiMaggio (July 13, 1936), spectacular rookie, played with the American League All-Stars the week his cover came out, made no hits in five times up, fumbled two ground balls. Score: National League 4; American League 3. (The jinx, if jinx it was, did not seem to bother DiMaggio's playing from that point on.)

Tom Harmon (Nov. 6, 1939), Michigan's All-America back, made but one touchdown the next Saturday, while mediocre Illinois stopped him for one of the season's biggest upsets. Score: Illinois 16; Michigan 7.

Elizabeth Arden Graham (May 6, 1946), owner of Kentucky Derby favorites Knockdown and Lord Boswell, lost her Arlington Park (Ill.) stable in the worst fire of horse-racing history—on the same day that TIME's story on her hit the newsstands. Two days later her Derby entries finished out of the money.

Leo Durocher (April 14, 1947), then baseball's highest-paid manager, was suspended for the entire season a day before his cover picture got to Brooklyn. (Durocher's luck nowadays is better than that of the Commissioner who booted him.)

Ben Hogan (Jan. 10, 1949), 1948's golfer of the year and favorite for most top 1949 tournaments, lost the \$15,000 Los Angeles Open Tournament during the week of the cover and three weeks later suffered a near-fatal accident in his car. (Hogan's subsequent comeback is one of the great sport stories of the decade.)

Less remembered are the covers that worked out as four-leaf clovers for the people they featured. Among the 17 sport covers since World War II, 12

seem to have brought at least as much good luck as bad.

Glen Davis and Doc Blanchard (Nov. 12, 1945), Army's Mr. Inside and Mr. Outside, romped over Notre Dame the week of the cover. Score: 48-0. Then they charged through the rest of their second unbeaten season.

Pauline Betz (Sept. 2, 1946), top woman tennis player, lost only one set in seven matches while winning the U.S. Women's Singles Championship in the week of the cover.

Frank Leahy (Oct. 14, 1946), Notre Dame football coach, had just started a no-loss streak that lasted four years.

Bob Chappuis (Nov. 3, 1947), flashy Michigan half-back, tossed the pass that set up the winning touchdown against Illinois the Saturday after the cover appeared. His play for the rest of the season, while helping Michigan take the Big 10 title, made him one of the two men to

rate all four Major All-American teams. Then he set a Rose Bowl record by passing and running 279 yards.

Ben Jones (May 30, 1949) was the leading U.S. trainer whose horse Citation went on that year to win the Triple Crown for Calumet Farm. With Jones still top trainer, Citation last week became the first thoroughbred to pass the million-dollar mark in earnings (*see Sport*).

The TIME jinx legend is something like the old baseball taboo—never, before the last out is called, tell the man on the mound that he is pitching a no-hit game (as if he didn't know it). If anybody gets a single, the informant is accused of jinxing the pitcher. Not only sports figures, but many other top news personalities (such as politicians, businessmen and generals) are engaged in highly competitive enterprises. They may, like Thomas Dewey, two weeks after an October 1944 cover, get knocked out of the box. They may, like Marshal Stalin after eight different cover portraits, keep right on throwing the same old curves. Win, lose, or draw, they are news.

Cordially yours,

*James A. Linen*



DUROCHER



HOGAN



BETZ



LEAHY



JONES

## STATE OF BUSINESS

### Breather

U.S. civilian production will be cut back no more this year, said NPA Boss Manly Fleischmann last week. But the good news was received without cheers; sales were already so slow that many businessmen were cutting back of their own accord.

One of the hardest hit was the textile industry, whose sales have been "slow to lousy" for four months. Textron, Inc., whose rayon weaving mill in Suncook, N.H. closed down for vacations at the end of June, decided to postpone reopening of the plant indefinitely; its nylon weaving plants closed down for two vacation weeks instead of the normal one.



SARNOFF AT NANTUCKET  
After a disaster, orders from President Taft.

Other textile manufacturers followed suit, planned cutbacks of 10% to 50%. There were also spreading cuts in wholesale prices, not only in textiles but in soap (Procter & Gamble and Lever Bros. cut 11%) and in shoes.

Merchants, still plagued by heavy inventories, were also cutting retail prices to move goods faster. The move paid off: sales rose a bit higher than the same time last year, when war-scare buying was at a peak. Retail food prices were still edging up. This week, the Bureau of Labor Statistics reported that retail food prices went up  $\frac{1}{2}$  of 1% in the last half of June, pushing the food-price index 12% above the pre-Korean level. But there were surpluses—and probably lower prices—ahead. Farm planting, said the Agriculture Department, is at the highest level since 1933. In the stockyards, even the price of beef eased off a bit, as a heavy flow of cattle came to market. But most businessmen still thought the lull was just a temporary breather.

## COMMUNICATIONS

### The General

(See Cover)

The public scored David Sarnoff's Radio Corp. of America with a lost round last year in the great color TV fight with Columbia Broadcasting System. Sarnoff did not stay down. Last week he showed the television industry a new tube that receives clear, true color, and he showed the public that RCA's color system can do what CBS's can not: color programs broadcast by RCA can be received in black & white on present sets without any change. It looked as if radio's miracle man had not run out of miracles.

For months, Wall Street speculators

ets. of a research staff which year in & year out develops new wonders. Would Sarnoff, who boasts that he was born about the same time that the electron was discovered (as if they were somehow twins), allow himself to be bested in the next great advance of the industry that he had led for two decades? Those who knew Sarnoff's vast ability—and his vast pride—thought not. They listened when, coldly eyeing the FCC decision, he said: "We may have lost the battle, but we'll win the war."

**Secret Weapon.** To get the weapon he needed, Sarnoff prodded RCA, not a nimble organization, into an amazing burst of speed to improve its color system. Last week, in his Radio City Exhibition Hall, Sarnoff put on a demonstration for some 200 radio and television reporters, who saw a 20-minute program starring Nanette Fabray and Singer Yma Sumac on RCA's new color tubes.\* There was no blurring or running of colors, even in the fastest movement, e.g., a pair of performing lovebirds flapping their wings. As a show topper, an RCA mobile unit focused on a swimming pool near New York where a troupe of swimmers and divers performed. The outdoor telecast, which RCA explained could just as well be a football game or boxing match, came through almost as clearly as the studio show.

Within two months, RCA will start putting on similar public color demonstrations on 100 receivers which will be moved from city to city all over the U.S. By broadcasting its color show last week on its regular channel, RCA also showed TV set owners that its system is compatible, i.e., it could receive the broadcasts in black & white. (RCA can also convert existing sets to color.) The new tube's performance was so impressive that such TV competitors as Allen B. Du Mont, who has opposed any form of color up till now, changed their minds. Said Du Mont: "The RCA picture was good enough to start commercial programs immediately."

Sarnoff is far more cautious. He says: "Commercial color television on a big basis is still two to five years away. Material shortage, NPA cutbacks on TV production and defense orders will delay it. On top of that, it will take a long time to get the bugs out of mass production of the color tube."

Many a TV man thinks that Sarnoff's five years is too long. One big reason is that when FCC made its decision last fall, TV setmakers were almost solidly against the CBS system, because they were up to their ears in orders and wanted to make no changes that might upset sales. Now,

have been betting on Sarnoff. So far this year, RCA stock has risen from 16 $\frac{3}{4}$  to 21 $\frac{1}{2}$ , CBS fallen from 33 to 25 $\frac{1}{2}$ . This trend is the more remarkable because six months ago RCA was apparently caught flat-footed when the Federal Communications Commission decided to license the CBS "whirling disc" system for commercial broadcasting. RCA promised a much better system, one that existing TV sets would receive in black & white (unlike the CBS method) without any change in the sets. But the color RCA showed FCC last fall was mushy and CBS's was clear. FCC decided not to wait.

Even then, old radiomen kept their eyes on Sarnoff. He is the man who put radio in the home—and never forgets it for a waking moment. He is boss of RCA with its 52,000 employees (including those of the 238-station NBC radio and television network), of 13 manufacturing plants which turn out millions of radios, TV sets and hundreds of different electronic gad-

\* In RCA's system, the color-television camera breaks a picture down into three colors (red, green and blue). These color impulses are broadcast, picked up by a television receiver circuit, which sets off three electronic "guns" (one for each color) inside the picture tube. They project the picture on the face of the tube so fast (1,800 times a minute) that the three color pictures blend into a single all-color one.



TV manufacturers are up to their ears in unsold sets, are more likely to grab at RCA's system, which they think will get customers buying again. RCA has already given manufacturers the blueprints of its color system, to make sets (on a royalty basis)—if FCC gives the go-ahead.

Whatever technical or bureaucratic difficulties may lie ahead of RCA's color system, it was clear from last week's demonstration that Sarnoff was fighting his way out of a tough spot.

For more than 50 of his 60 years, Sarnoff has been doing just that. Driving through obstacles is his habit, his joy, his bitter necessity. He says: "There are three drives that rule most men: money, sex and power." Nobody doubts that Sarnoff's ruling drive is power. Says a deputy: "There is no question about it, he is the god over here."

**The Hermitage.** American business biography abounds in up-from-the-bottom stories; few are quite so dramatic and revealing as Sarnoff's. Owen D. Young said that Sarnoff had lived "the most amazing romance of its kind on record." Horatio Alger himself could hardly have done it in one book; he would have needed *Adrift in New York*, *Nelson the Newsboy*, *The Telegraph Boy* and *Joe's Luck or Always Wide Awake*.

Sarnoff was born in 1891, eldest son of a poverty-stricken family in the tiny (pop. 200) Jewish community of Uzlian, in Russia's province of Minsk. His father, who came of a trading family, wanted him to become a trader. His mother, who came of a long line of rabbis, insisted that he become a scholar. Sarnoff remembers that in the world of his childhood, prestige was based not on money but on "the possession of knowledge."

When David was four, the dispute over his future ended; his father departed alone for America. His mother, a strong-willed woman, promptly packed David off to her uncle, a rabbi who lived in a hermitage in Korma, about 150 miles east of Minsk. For about five years David stayed there, the only boy in the hermitage, up at 6 to begin his studies of the Talmud that lasted until 9 at night. He was lonely and he remembers those strange years with bitterness. The grey beards in the hermitage did not teach him to count. But those years trained his memory (2,000 words of the Talmud a day) and his reasoning powers. He was set simple ethical problems to work out. Sample: "If you saw an article lying in the street, what rights would you have to it?"

This tutelage ended when David was 9½. His father in America sent for his family. David, his mother and a brother took a ship at Libau, Latvia. "I had never even seen a picture of a ship," says David. His mother, afraid of forbidden food on the ship, had cooked, according to strict orthodox rules, a great hamper of bread, cakes and pickled meats. She explained that these were to be their only food on the voyage. David saw the food hamper being lowered into the hold. Afraid that it would be lost and he would starve, he dived after it into the hold, dropped 50



Peter Stockpole—LIFE

#### RINGMASTER & ELZA BEHRMAN

After a surprise, head-holding for Toscanini.

feet, scrambled about until he found the hamper and was rescued by a seaman. A sailor who spoke Russian told him: "You'll do all right in America."

He had to. When the Sarnoffs arrived in New York, they found the father broken in health. Ten-year-old David, who could not speak English, became the chief breadwinner for the family, which soon included two more babies. At 4 in the morning, he left the family room on the lower East Side to deliver the *Jewish Morning Journal*, ran errands for a butcher before going to school. He saved enough money to buy a newsstand, sold papers

after school until late at night. David, who had a fine soprano voice, also earned \$1.50 a week singing in the synagogue. At 15, on the day before he was to get \$100 for singing during the Jewish holy days, his voice began to change. It was a disaster. He had to quit grammar school to look for a full-time job.

"Incidentally Me." He found one (at \$5 a week) as an office boy, saved \$1.50 to buy a telegraph key, and taught himself the Morse code. Soon he talked himself into an office job with American Marconi, the U.S. subsidiary of Marconi's British-owned company. The magic of wireless captured the boy's imagination; so did the personality of Marconi. "I carried his bag, delivered candy and flowers to his girl friends. I admired the simplicity of his approach to problems."

Up to this point, David had merely reacted with extraordinary energy to the responsibilities thrust upon him. Luck put him into the communications business, but had nothing to do with his next step. What he did next may have stemmed from the training in the lonely years in the hermitage at Korma: he sat down and thought out the path to his future. He noted that the company's wireless operators knew nothing about the office and that the office staff knew nothing about wireless. He decided that, as the business grew, it would need a man who knew both.

Sarnoff got his first operator's job on Nantucket Island, a job so lonely that few operators wanted it (\$70 a month, \$40 home to mother). David used his spare time to study books on wireless as tirelessly as he had the Talmud. Soon his expert "fist" could send 45 words per minute steadily for eight hours—a pace not many could equal. After two years there, he got himself transferred to Long Island, at a \$10 cut in pay, so that he could go to night school, where he finished a three-year electrical engineering course in twelve



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**HERCULES**

months. When his big chance came, he was ready for it: he was an operator in the Marconi wireless station, atop John Wanamaker's Manhattan store, on the night of April 14, 1912, when he picked up a message from the S.S. *Titanic*: "Ran into iceberg. Sinking fast." For three days & nights, the nation waited breathlessly while Sarnoff, going without sleep, provided its only news of the disaster and survivors. President Taft ordered all other stations off the air to enable Operator Sarnoff to catch the messages.

Sarnoff notes that the *Titanic* disaster "brought radio (and incidentally me) to the front." As a result of the disaster, Congress passed a law requiring every ship with more than 50 passengers to carry wireless. American Marconi set up a school to fill the sudden demand for operators; Sarnoff became an instructor at the school, rapidly moved up the ladder to commercial manager.

**The Music Box.** In 1915 he wrote a historic memo to his boss. Experiments had already proved that wireless could broadcast speech as well as signals,\* but since anybody could "listen in" on such messages, the wireless companies thought the lack of privacy robbed radiotelephony of any commercial value. Sarnoff realized its possibilities. In his memo, he proposed to build a "Radio Music Box . . . to bring music into the house by wireless . . . Receiving lectures at home can be made perfectly audible; also events of national importance can be simultaneously announced and received." In the turmoil of World War I, Sarnoff's memo was ignored.

At war's end, the U.S. determined to end the British wireless monopoly. At Government urging, General Electric's Vice President Owen D. Young got G.E., Westinghouse, United Fruit and A.T. & T. to pool all their wireless patents and jointly organize RCA. It took over American Marconi—and Sarnoff. As RCA's chairman, Young was so impressed with Sarnoff's vision and knowledge of wireless theory and practice that he made him general manager.

Sarnoff dug out his old 1915 memo and tried it on Young, who liked the "music box" idea. But RCA's directors were willing to risk only \$2,000. Sarnoff gave a demonstration that woke them up. He borrowed a Navy transmitter and helped give a blow-by-blow broadcast of the 1921 Dempsey-Carpentier world championship fight. It created a sensation; about 200,000 amateur wireless operators and others with homemade sets heard it, and spread the news of the wonder so widely that the public clamored for sets. RCA quickly developed the "music box," and both G.E. and Westinghouse began making it, with RCA acting as wholesaler.

Everyone thought that Sarnoff was foolishly optimistic when he predicted that \$75 million in boxes would be sold within three years. Actual sales: \$83 million. David Sarnoff, a prophet with honor, was

\* Reginald Fessenden had made such a broadcast in 1906, when wireless operators at sea were startled to pick up the unearthly sounds.



Copyright Karsh

**FRANK FOLSOM**  
A weakness eliminated.

soon radio's wonder boy, teeming with ideas. Why not, he proposed, put radios and phonographs in a single cabinet, save space, cut costs by using the same loudspeakers. Sales of such combinations soared. Why not start a radio network to improve programs, broaden the market for sets? At Sarnoff's urging, RCA founded NBC and the Red network. Two months later, the Blue network was added.

**Changing the Tune.** The radio field was being invaded by so many newcomers that Sarnoff got worried; he thought RCA should expand into other fields. But RCA's profits were needed to keep pace with the mushrooming radio business; there was little left for the kind of expansion he had in mind. So Sarnoff began his famous



Fred Lyon—Rapho-Guillumette  
**VLADIMIR ZWORYKIN**  
An eye invented.

series of expansions without cash; he traded RCA products and stock for the companies he wanted. RCA had developed the Photophone, a device for talking movies, and traded rights to it to Radio-Albee-Orpheum and F.P.O. Productions, Inc. for 65% of their stock. The name was changed to the Radio-Keith-Orpheum (RKO). To get into the manufacturing business on its own, instead of remaining only a wholesaler of sets, RCA swung an even bigger deal: RCA took over Victor Talking Machine for \$150 million worth of RCA preferred and common stock, a price that Wall Street thought far too high. RCA profits continued to soar. In 1929, the company that had hesitated to spend \$2,000 on Sarnoff's music box grossed \$176,500,000 as a result of it, netted \$15.8 million, and was one of the sensations of the big bull market.

Radio stock went soaring from \$2.50 to \$549 a share, was split and resplit. Insiders made killings in radio pools, but Sarnoff had a reputation for keeping aloof from such shenanigans. At their height, he sailed to Europe to help Owen Young set up the Young Plan for German reparations.

When Sarnoff came back in 1930, he was elected president of RCA and faced the Depression. It was forcing many a radiomaker to the wall, but Sarnoff kept on driving ahead. In 1932, the Department of Justice forced G.E. and Westinghouse to give up their 51.3% control of RCA (by distributing their RCA holdings to their own stockholders). In this way RCA achieved independence, but as part of the deal Sarnoff also had to pay off \$17.9 million that RCA owed its parents. He did it partly when he turned over to them RCA's new skyscraper headquarters in Manhattan (which G.E. still uses for its executive office), partly when G.E. and Westinghouse wiped out \$8,900,000 of the debt. RCA had outgrown the building, anyway. For new quarters, RCA took over the biggest building in Rockefeller Center and handed out 100,000 shares of preferred stock as part of the deal.

By then, the Depression had hit hard enough so that Sarnoff decided to lighten ship. He started selling off control of RKO and later, on orders of FCC, sold the Blue network (it became the American Broadcasting Co.). In RCA's stock-swapping years, it paid no dividends. The first one was not paid until 1937, nearly 20 years after the company started. Sarnoff has thought it more important to plow earnings into research to keep up with the electronic world. And profits from research have often been a long time coming.

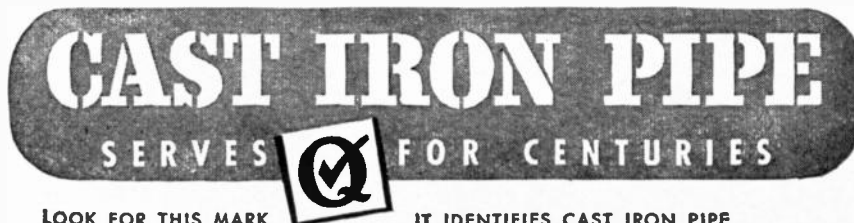
**Brave New World.** Television is the best example. In 1923, Dr. Vladimir Zworykin, Westinghouse's Russian-born wizard, invented the eye of the modern TV camera—the iconoscope, and developed the kinescope. Sarnoff then called television "a dream whose shadowy outlines are beginning to appear on the far horizon," and set to work to make it come true. In 1928, RCA opened an experimental TV station in New York and during the next 20 years poured \$50 million into television. At the opening of New York's World

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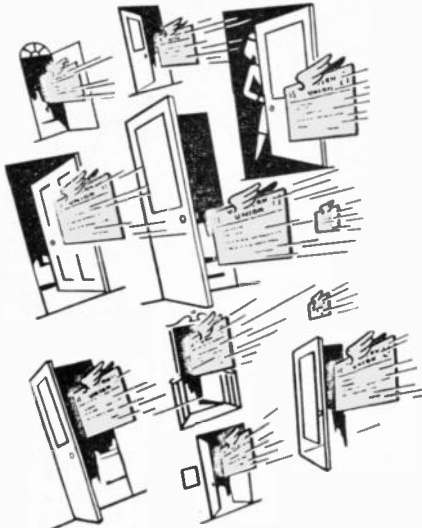


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NANETTE FABRAY & RCA COLOR BROADCAST  
Lovebirds flapped unblurred wings.

Fair on April 30, 1939. Sarnoff made the first U.S. commercial telecast with the words: "Now at last we add sight to sound."

But even so it was not until after World War II that the mass production of TV sets began.

Out of RCA's big research headquarters at Princeton, N.J. Dr. Zworykin (who joined RCA in 1929) and his colleagues, under Vice President C. B. Jolliffe, brought many other startling developments: the electron microscope, the infrared "sniperscope" which enabled World War II G.I.s to knock off skulking Japanese troops at night, "shoran" for accurate blind-bombing. In World War II, RCA turned out an estimated \$500 million worth of devices for the armed forces. Now it has big defense orders, many for products no one else can make.

Sarnoff is no scientist, yet of all RCA's activities, research is nearest his heart and he is one of the few top men of the industry who can talk to scientists without an interpreter. And research represents tomorrow, expansion, new success which David Sarnoff, after the painful insecurity of his early life, still seeks.

**Collector's Items.** Modesty, false or otherwise, does not disguise Sarnoff's power and success. His chill blue eyes shine with impatient energy; his boyish, scrubbed-pink face radiates cockiness. All 5 feet 5 inches of his bull-necked, bull-chested figure bristles with authority and assurance. He dresses with conservative, expensive elegance, even carries a gold frame to hold matchbooks.

At RCA he makes all the top decisions, is brusque with slower-witted underlings. He insists that every memo to him must be no more than a page, but allows himself more latitude, has written memos as long as 30 pages. A collection of his better memos, bound in gold-tooled leather, is a prized Sarnoff possession.

To record his accomplishments more

fully, Sarnoff keeps a man working on the history of RCA and his life & times (unpublished, it is now in its twelfth volume). He is proudest of the fact that President Roosevelt made him a brigadier general for his work in organizing communications for SHAEF, and he wears a gold ring with SHAEF's flaming sword insignia. He likes to be called "General," and everybody at RCA does so. Even his wife & sons Robert, an NBC vice president, Edward, an electric appliance distributor, and Thomas, an ABC employee, so refer to him.

Again & again, he makes two points about his own personality: 1) he loves music, 2) he does not love money.

In the teeth of the realities of commercial radio and TV, he tries sincerely to hang on to his dream of the "music box." Sarnoff gets much of the credit for the fact that radio has helped to change America from musical illiteracy to a nation where millions know and love good music. Sarnoff's original idea was that makers of radio sets would sponsor cultural programs. To this day, he has little knowledge of radio advertising, and he despises cheap radio entertainment.

**Sharps & Flats.** Sarnoff's closest friends are from the musical world. Occasionally, such friends as NBC Music Director Sam Chotzinoff, Jascha Heifetz, Vladimir Horowitz, etc., stage elaborate costume parties at Sarnoff's home. At a surprise party for Toscanini, the Maestro was shown to the sixth floor when he arrived, asked if he had a reservation, was finally led into what seemed to be a nightclub. A blare of jazz assailed the conductor's ears. Sarnoff acted as ringmaster in a circus act while Elza Heifetz Behrman, sister of Jascha Heifetz and wife of Playwright S. N. Behrman, rode a make-believe horse. Toscanini sat with his head in his hands all evening, would not look at the show, and was not amused.

Last year, for Sarnoff's birthday, the



group staged a satire. Chotzinoff, impersonating Sarnoff, sat at a breakfast table, surrounded by telephones, talked into all of them at once, pounded the table, chewed up cigars. Sarnoff was amused.

Sarnoff likes to tell people that he is not a man of big wealth. Considering that he has been for 20 years at or near the top of an expanding industry, this is a sensational statement—and people who ought to know believe it. He has 5,000 shares of RCA stock and a \$200,000-a-year salary.

His home life is as elegantly comfortable as that of any non-millionaire in the world. The Sarnoff home in Manhattan has six floors, 30 rooms, two patios, a barbershop and a projection room. In almost every room, including the servants', are radio and TV sets, with tuning gadgets concealed among the furnishings.

This ménage is presided over by his French-born wife, Lizette, whom he met and married 34 years ago in The Bronx. Sarnoff explains the courtship: "I could speak no French. She could speak no English. So what else could we do?"

**Major Weakness.** Sarnoff's lack of interest in some of the commercial aspects of radio may account for the fact that RCA's brilliant record in research and financing has not been equaled by its sales record—until recently. The man who has done much to eliminate this weakness is Frank M. Folsom, onetime vice president of Chicago's Goldblatt Bros. and Montgomery Ward, and chief of the procurement branch of the Navy during World War II, who joined RCA Victor in 1944.

As RCA chairman, Sarnoff lets President Folsom handle most executive details. Folsom is thus the empire's only heir apparent, but at 57, he is close to Sarnoff's own age. There are a few able younger men coming up, but RCA's major weakness is lack of a solid second echelon of younger executives. Its size often makes it hard for RCA to turn fast enough to cope with the crack team of Paley and Frank Stanton at smaller CBS.

**Slow but Sure.** CBS got the jump on RCA, not only in color, but in putting on the market three years ago the slow-playing record that revolutionized the phonograph business. Not long after that, CBS raided NBC's radio shows, snatched away such top stars as Jack Benny, Amos & Andy. At the time NBC lost the stars, it looked as if it would be hard hit. But Sarnoff has a way of coming out ahead, despite defeats. After the rumpus over the long-playing records died down, business for all record companies, including RCA, picked up. Thanks to the astounding spread of television, the network has hardly missed its radio stars.

To Sarnoff, these were all skirmishes, nothing to scare him from his plans to expand RCA into new territory. He is already itching to put RCA into the electric-appliance business, NBC into the movie business (to make films for television), and is planning a "pay-as-you-hear" TV system which would not depend on telephones as does Zenith Radio Corp.'s system (TIME, June 4). Above all, he is confident that the vast sums he has

## AMAZING ASBESTOS!

by KEASBEY & MATTISON

### FIERY VESUVIUS FOILED!

WHEN MT. VESUVIUS ERUPTED IN 79 A.D., IT BURIED POMPEII UNDER FIERY CINDERS. 1700 YEARS LATER, AN ASBESTOS BURIAL CLOTH WAS FOUND IN THE RUINS . . . STILL INTACT AND STRONG!

**MINED FROM THE EARTH'S CRUST, ASBESTOS IS A FIBROUS MINERAL . . . WON'T BURN, IS STRONG AND DURABLE!**

**STRENGTH-GIVING ASBESTOS AND PORTLAND CEMENT ARE USED TO MAKE "CENTURY"® ASBESTOS-CEMENT PIPE . . . NOW LAID AS PERMANENT WATER MAINS IN HUNDREDS OF COMMUNITIES!**

Progressive communities the country over have found their best buy in water mains is "Century" Asbestos-Cement Pipe. "Century" Pipe is moderate in initial cost—costs less to lay, and maintenance is negligible. It maintains a uniformly smooth interior surface—will not rust or corrode—there is minimum resistance to the flow of water . . . which helps to keep pumping costs low. For complete information on the economies your community will enjoy with "Century" Asbestos-Cement Pipe, write us.

*Nature made asbestos . . .*

*Keasbey & Mattison has made it serve mankind since 1873*

**KEASBEY & MATTISON**  
COMPANY • AMBLER • PENNSYLVANIA







# Are you **BOEING** caliber?

Boeing's world-wide reputation for sound engineering achievement is founded on men. Boeing engineers and physicists are graduates of many universities and technical schools. Under inspiring leadership they have been welded into one of the most potent forces in any field of scientific advance.

If you can measure up to Boeing standards, there is an attractive future for you in this renowned group. In addition to the prestige which attaches to being a member of the Boeing engineering team, there are other definite advantages:

- 1 The challenge of working on such vital programs as the B-47 and B-52 jet bombers, guided missiles and other revolutionary developments.
- 2 Stability of career opportunity with an engineering division that is still growing steadily after 35 years.
- 3 The invigorating atmosphere of the Pacific Northwest—hunting, fishing, sailing, skiing—temperate climate all year around.
- 4 The availability of housing. Newcomers to Seattle are able to get accommodations—and that's unique in a great aircraft manufacturing center.
- 5 Good salaries. And they grow with you.
- 6 Moving and travel expense allowance.

*Boeing's immediate needs call for experienced and junior aeronautical, mechanical, electrical, electronics, civil, acoustical and weights engineers for design and research; for servo-mechanism designers and analysts; and for physicists and mathematicians with advanced degrees.*

Write today to the address below or use the convenient coupon.

**JOHN C. SANDERS, Staff Engineer—Personnel  
DEPT. A-7  
Boeing Airplane Company, Seattle 14, Wash.**

Engineering opportunities at Boeing interest me. Please send me further information.

Name

Address

City and State

poired into research will continue to pay off with more spectacular advances than even his color television tube.

"Electrons," he points out, "can supply the brains for the control of machinery, respond to light, color, a wisp of smoke—the faintest touch or the feeblest sound. Today, these electrons can follow a chart, a blueprint or a pattern more accurately than the human eye. Some day, they may even respond to smell and taste. Who would dare predict the future? He is a rash man who would limit an art as limitless as space itself."

## ADVERTISING

### Corrupt Substitute

At an international advertising conference in London last week, British Adman J. B. Nicholas offered his views on sex appeal in advertising. Said he: "Sex appeal . . . is a corrupt, lazy substitute for the romantic appeal. Sex appeal offers few novelties and they soon bore, whereas the romantic appeal affords inexhaustible possibilities of humor, charm and sentiment." How did Adman Nicholas define advertising sex appeal? Said he: "Oh, you know. Legs and all that sort of thing."

## PUBLISHING

### Battle of the Booksellers

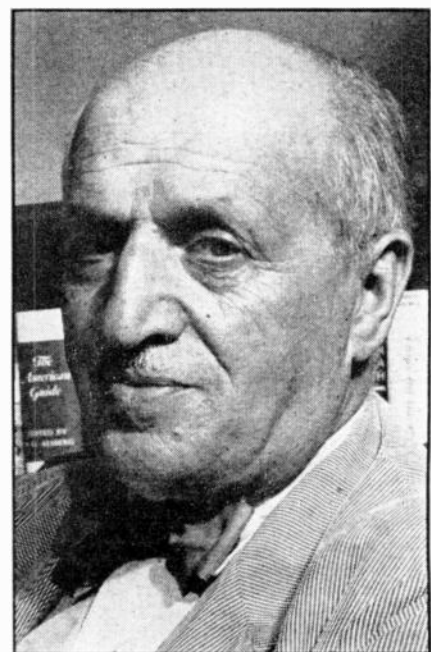
After burying its nose in the book publishing business for more than a year, the Federal Trade Commission leaned back and issued a complaint last week that was a bestseller along U.S. Publisher's Row. The Commission charged that Doubleday & Co. and five other publishers\* violated federal antimonopoly laws by allowing the book clubs to sell their books at cut-rate prices, while retailers were required to sell the same titles at fixed prices.

The FTC action was a victory for the 3,200 U.S. booksellers, who have been fighting a guerrilla war with the book clubs ever since Harry Scherman founded the Book-of-the-Month Club 25 years ago, brought cut rates and mass merchandising to the book business as well as scores of imitators. Book-of-the-Month Club leases printing plates from publishers, pays them 10% of the selling price of every book. Club editions not only undersell regular trade copies by as much as 40%, but the clubs give away many free books as "dividends."

**Under the Counter.** To fight the clubs, many retailers shoved the regular trade editions of book club selections under the counter, refused to recommend them to their customers. Others, like Manhattan's big Brentano's bookstore, signed up clerks as Book-of-the-Month Club members, then peddled their books to customers at regular retail prices.

But the clubs prospered. By 1950, there were 60 book clubs in the U.S., with a \$100 million income, about 30% of all U.S. book sales. With 2.5 million members

\* The others: Harper & Brothers; Houghton Mifflin Co.; Little, Brown & Co.; Random House; Simon & Schuster.



Eriko-Europe

**BOOK CLUBMAN SCHERMAN**  
A bestseller made bad reading.

on their rolls, the clubs say that they have created a brand-new reading public. Says Book-of-the-Month's Scherman: "The retail bookstore—as a method of distribution in the U.S.—does not begin to do a thorough job." The clubs depend on the nation's 41,000 post offices for distribution, mail most of their books to towns under 100,000, which have few bookstores. Many a publisher reckons that book club and other reprint rights and sales to Hollywood are the only things that keep him in business.

**The Same Terms.** Book stores charge that cut-rate book club competition helped depress retail sales to \$250 million for the last four years, while rising costs have squeezed store profits to 1/4 of 1%. The book stores' solution: force publishers to lease their plates to retailers on the same terms they give book clubs.

The publishers insist they have always been willing to do this. Said Doubleday President Douglas M. Black: "Any retailer that will bid and pay can lease plates. If any bookseller wants to start a book club there's nothing to stop him."

## AVIATION

### Trouble for United

United Air Lines this week was forced to ground its six DC-6Bs, the line's biggest and fastest planes, and lop 9,300 miles off its normal 188,000 miles of flying schedules. Reason: the pilots would not fly them unless they got extra pay for the job. The issue, a major factor in the pilots' ten-day strike against United last month (TIME, July 2), popped up again in mediation conferences. The Air Line Pilots Association, said United, had agreed to discuss the question of higher wages for flying the DC-6B. But at the mediation table, the line charged, A.L.P.A. refused to talk things out. The pilots' union had nothing to say.



# Try these New Motoring Thrills in the World's Most Modern Cars



**Sink back deep** in this Airliner Reclining Seat—adjustable to 5 positions. Enjoy the smoothest of rides. Breathe *filtered*, dust-free Weather Eye Conditioned Air.



**Jetfire engine** that powers the Nash Ambassador has scored the most amazing records for speed, endurance and economy. Try it with Hydra-Matic Drive!



**New all-time record** for gasoline mileage in the 840-mile Mobilgas Economy Run, was set by the Nash Rambler Convertible Sedan with overdrive—averaging 31.05 miles to the gallon at speed of 41.2 M.P.H.



**It doubles your money's worth!** It's the Rambler Greenbrier Family Sedan—most useful car ever built. It changes from luxurious family sedan to a heavy hauling handyman at the drop of a tailgate.

**D**ID YOU EVER SETTLE BACK in a Reclining Seat and dream the miles away? Ever know whispering quiet at cruising speed, free of wind-roar, squeaks and rattles? Ever know the carefree fun of vacationing with Twin Beds in your car? Ever know the cleanliness of filtered, dust-free air, temperature-controlled?

Ever drive from dawn to dusk *without once stopping to fill the gas tank?*

Here is motoring only the world's most modern cars—the 1951 Nash Airflytes—can offer you... features and advantages exclusive with Nash cars of Airflyte Construction. See your nearby Nash dealer for a complete new picture on car value!

**Nash**  
*Airflyte*

**Before You Decide, Take an Airflyte Ride  
in the World's Most Modern Car**

The Ambassador • The Statesman • The Rambler  
Nash Motors, Division Nash-Kelvinator Corp., Detroit, Mich.

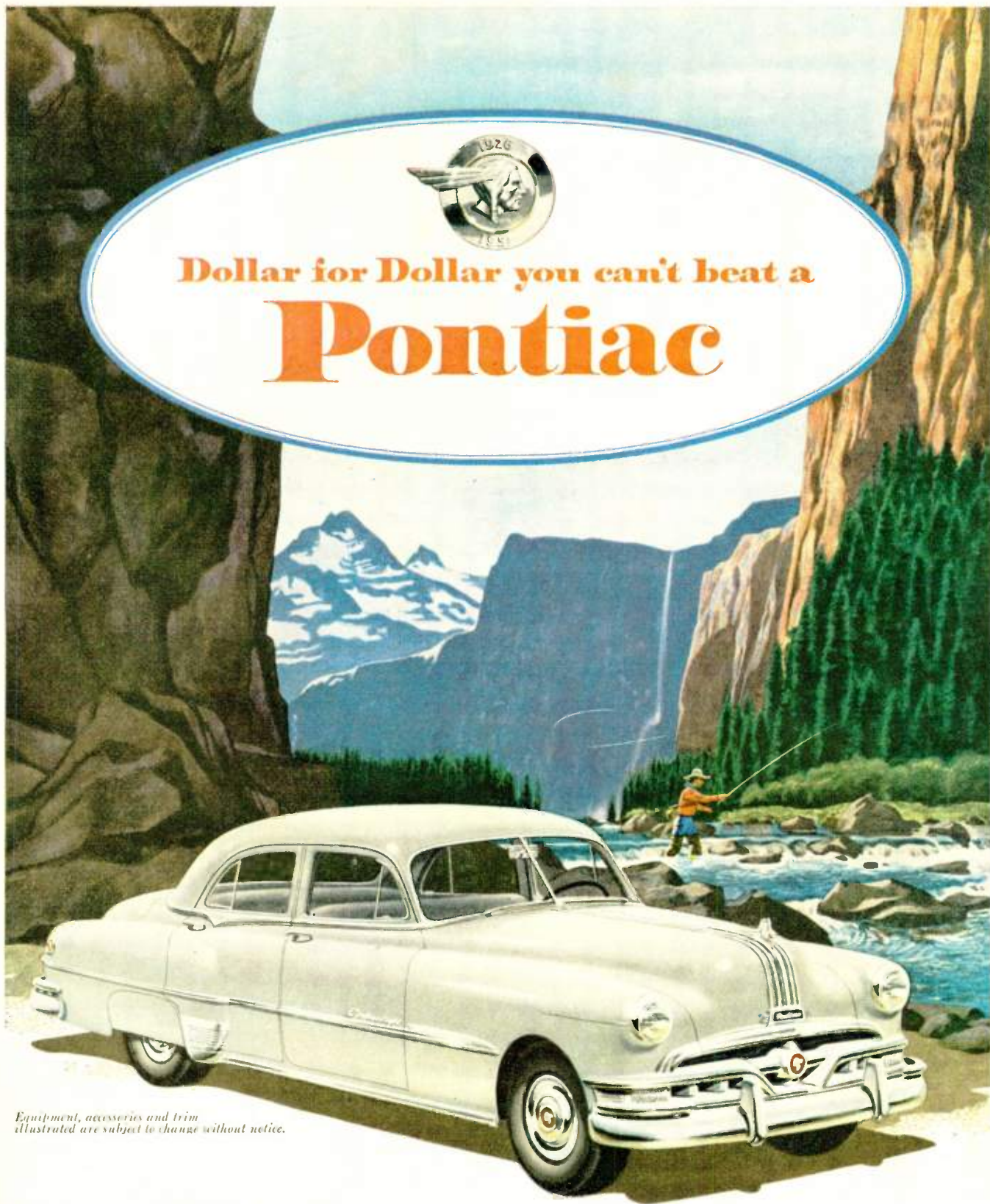
**TV FUN!** Paul Whiteman TV TEEN CLUB Show... presented by your Nash and Kelvinator dealers... ABC network. See your paper for local hour.







Dollar for Dollar you can't beat a  
**Pontiac**



*Equipment, accessories and trim  
illustrated are subject to change without notice.*

*Spectacular...*

The First Mile or The First Hundred Thousand!

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



## All the magic of the tropics

Only 9½ hours by luxury plane . . .  
Or 4½ days by luxury liner . . .  
from the Pacific Coast

# Hawaii

**For a fall vacation on American soil . . . free of care  
. . . packed with thrills . . . moderate in cost.**

● It's the magic of gentle, year 'round sunshine, easing tension and driving worry away. It's the witchery of strange tropic fragrances . . . of island music and lithe, brown figures dancing ancient hulas under a tropic moon. It's peace and laughter and breath-taking beauty . . . the unique enchantment of Hawaii. ● Air and steamship lines link Hawaii with San Francisco, Los Angeles, Portland, Seattle, Vancouver. From Honolulu on the island of OAHU, short flights take you to the other major islands of the Hawaiian group . . . MAUI, KAUAI, HAWAII.

Let your Travel Agent help you plan to visit all four islands . . . you can see them all at moderate cost.



Kauai . . . . . SPEAR FISHING, ONE OF MANY CURIOUS SIGHTS



Maui . . . . . TROPICAL SURF PASTIMES ON BROAD WHITE BEACHES



Hawaii . . . . . FAMED FOR ORCHIDS, VOLCANOES, QUAINF FOLKWAYS



Oahu . . . . . ANCIENT PAGEANTRY FEATURES ISLAND CELEBRATIONS

HAWAII VISITORS BUREAU . . . A non-profit organization maintained for your service by . . . THE PEOPLE OF HAWAII

**HAWAII invites you with  
year 'round charm . . . .  
Come anytime . . . come Now!**





The manufacturer who uses Continental low-pressure cans today can get them equipped with Continental's exclusive built-in "finger-tip" valve (right). Or he can fit them with his own special valve (left).

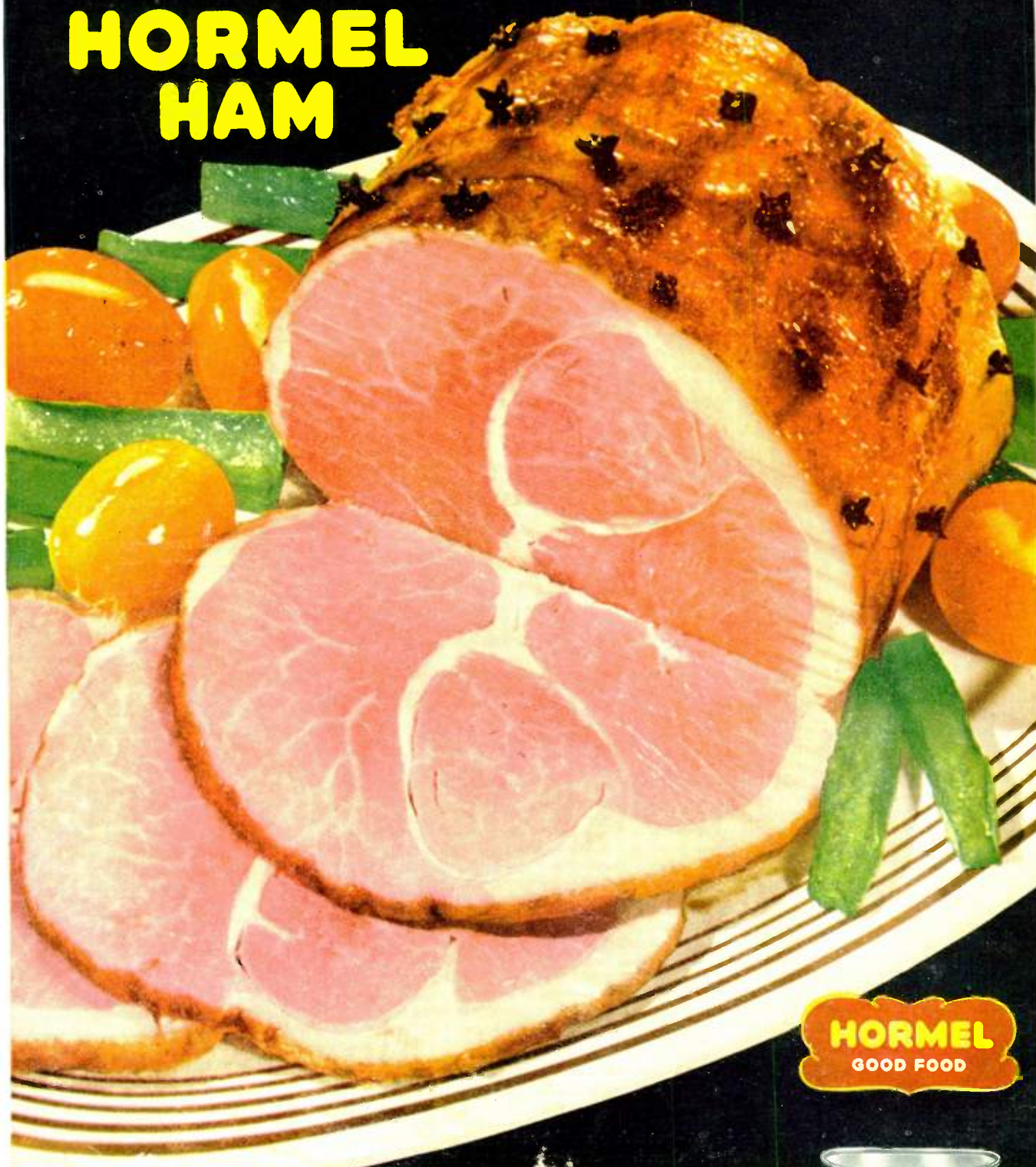
#### CONTINENTAL IS ALWAYS CLOSE TO YOU

Continental Can has 65 plants in the United States, Canada and Cuba, 17 field research laboratories and 63 sales offices.





*The famous*  
**HORMEL  
 HAM**



*Quarter size serves four.* Family-size version of that epicure's delight —whole Hormel Ham. Same tender pink meat, same delicious flavor. No bone, practically all lean, just enough fat. To slice cold, to bake, to fry. 1½ pounds. America's original—and finest—canned ham. Geo. A. Hormel & Co., Austin, Minn.

Hear MUSIC WITH THE HORMEL GIRLS... Saturday, CBS





## Roping this man-eater was asking for trouble

**1** "Catching a shark alive has a hitch to it—the shark may get you," writes an American friend of Canadian Club. "Off Jamaica's barrier reef, I watched the tell-tale dorsal fins circle my bait. Sharks are clumsy. It was easy to slip a loop around a big one. But then that sea-broncho, the dread White Shark of the Caribbean, lived up to his reputation..."



**2** "Enraged by the rope round the base of his tail, the shark charged our boat in wild fury. One flip of his huge tail could have overturned us, but we fended him off. Full of fight, he took off like a crazed mustang..."

**3** "Eleven feet long and every inch a killer, that shark pulled us half a mile before we could boat him. Then, suddenly, he came back to life, slashed at us with razor teeth and plunged into the water again. We towed him in alive, but it took a lot of doing."

**4** "It took only five words—'the best in the house'—to have the waiter back at the beautiful Tower Isle Hotel bring out my favorite whisky—Canadian Club!"

**5** "It's sticking your neck out to lasso a shark. But you're on safe ground ordering the *best in the house*. It means Canadian Club anywhere."

Why this worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon

—yet no other whisky in all the world tastes like Canadian Club. You can stay with it all evening—in cocktails before dinner, tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS... THE BEST IN THE HOUSE

# "Canadian Club"

6 YEARS OLD

90.4 PROOF

Imported in bottle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill.  Blended Canadian Whisky.







## Do your eyes need help?

**M**ANY PEOPLE—both young and old—have some degree of sight impairment. According to recent estimates, one out of every five children of school age has faulty vision. Among adults over 40, two out of every three have visual defects.

To help maintain good vision throughout life and protect general health, doctors recommend that everyone follow the safeguards below.

### The child's eyes . . .

During the formative years, authorities say that the eyes need careful attention. The eye grows and changes during this period and it is necessary to discover any serious abnormality early. Faulty visual habits are often formed during childhood which may lead to defects in later years when correction may be more difficult.

Authorities also say that a child's eyes should be examined at age three or four, again before entering school and after starting to read. They recommend these examinations even though no signs of eye trouble are evident.

There are many common diseases that affect the eyes of children. Most of them are mild—but some may be

serious. Both may start in the same way—with redness, flow of tears, blinking, squinting, or scowling, accompanied by little or no pain. So, if these or other signs of eye trouble appear, it is wise to see a doctor.

Specialists caution against delay in the use of glasses if a child needs them. Glasses generally help the child to improve his vision, or overcome other eye defects—often within a relatively short time.

### The adult's eyes . . .

After age 40, periodic examinations of the eyes are especially important. They provide a *double* safeguard. First, by discovering defects and diseases of the eye itself. Second, by helping to detect conditions such as high blood pressure, diabetes, and hardening of the arteries which often reveal themselves by changes in the eyes.

Fortunately, more can be done today than ever before to check or cure some of the more serious eye conditions. New drugs, for example, are remarkably effective against eye infections. Improved surgical techniques have likewise helped doctors to prevent loss of vision in cases of *cataract*, and in conditions

affecting the *retina*, the vital "seeing" part of the eye.

Three common eye defects—near-sightedness, farsightedness, and astigmatism—can usually be corrected by properly fitted glasses. Only an eye specialist is qualified to prescribe glasses or other special eye treatments.

Under proper medical care, most of the threats to good vision can be corrected or cured so that the eyes may be used efficiently throughout life.

### To help keep the eyes in good condition:

1. Read with a clear, good light falling from above and behind you.
2. Rest your eyes at frequent intervals when reading or doing close work.
3. Except for easily removable particles, trust only to expert help for removing a foreign body from the eye.
4. Be alert to the warnings of eye trouble—headaches, eye fatigue, blurred vision, inflammation of the eyes or lids, spots before the eyes and colored halos around lights.
5. Use eye safety devices exactly according to instructions.
6. Have your eyes examined regularly by an eye specialist.

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# Metropolitan Life

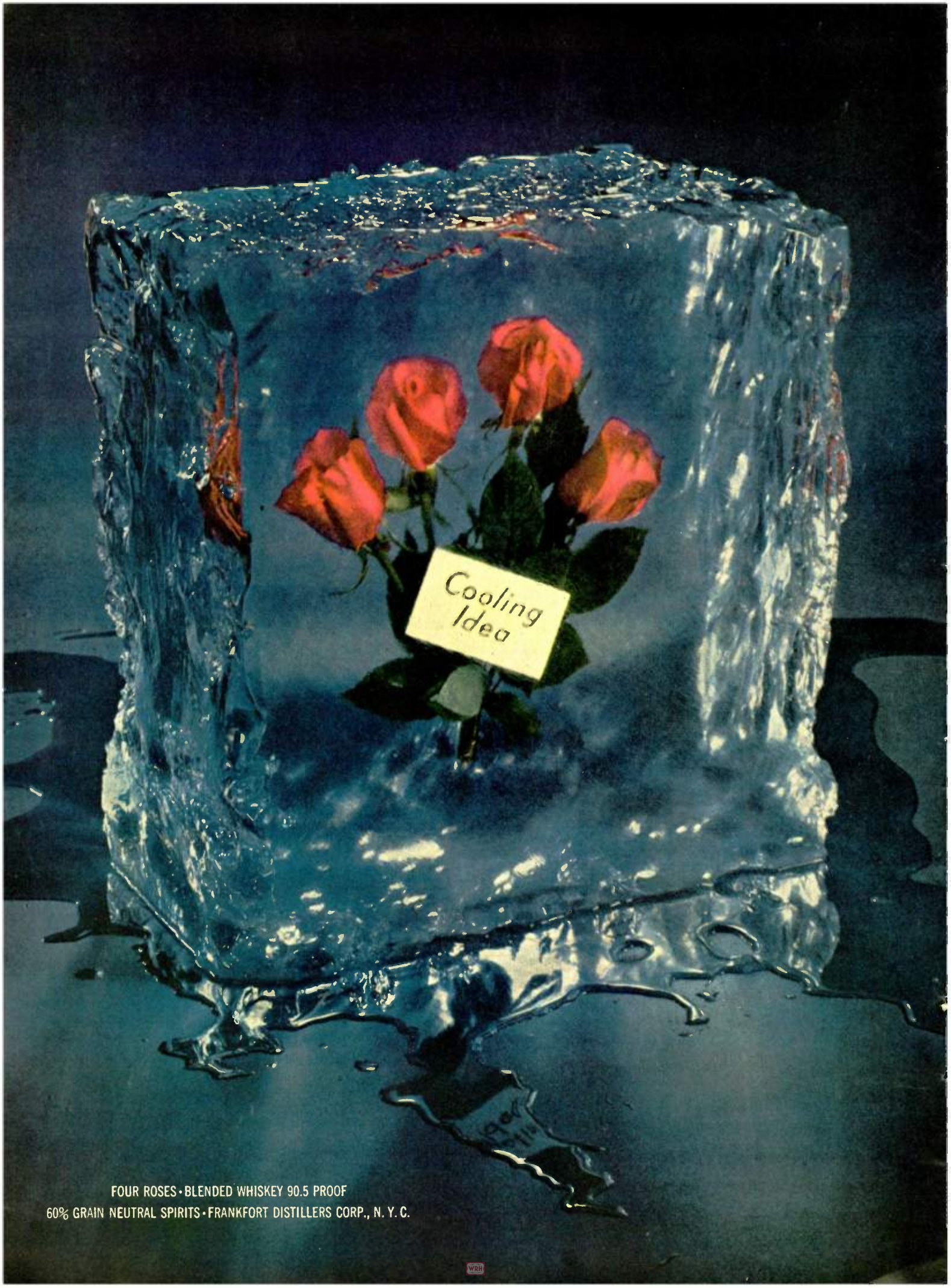


# Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.





FOUR ROSES • BLENDED WHISKEY 90.5 PROOF  
60% GRAIN NEUTRAL SPIRITS • FRANKFORT DISTILLERS CORP., N. Y. C.



# Police Radio— A High Speed Weapon Against the Public Enemy

*and one more example of  
Mallory Creative Engineering*

8:00  
P.M.

—THUGS MAKE THEIR GETAWAY!



8:01  
P.M.

TELEPHONE REPORT IS RE-  
LAYED BY POLICE RADIO:  
"CALLING ALL CARS! HOLD-  
UP AT 12th AND ELM!"



8:02  
P.M.

—THE HUNT IS ON!



ONE OF THE LAW'S most effective weapons in the grim, real-life game of "Cops and Robbers" is the police two-way radio. The story of its development offers a striking illustration of how Mallory creative engineering has contributed to the practical dependability of a wide variety of modern equipment.

Twenty years ago, Mallory pioneered the compact vibrator which converted power from the automobile storage battery into usable form for radio operation—making automobile radio a practical reality.

Now a Mallory rectifier stack combines with a heavy duty, high output alternator to add to the dependability of two-way radio telephones in

police cars, taxicabs, buses, trucks, small boats and military vehicles. Even when the vehicle is operating at idling speed, this alternator-rectifier system generates adequate current to keep the battery charged and provide reliable radio communication at all times.

It is this same Mallory rectifier stack which has demonstrated such rugged durability in battery chargers, electroplating equipment, laboratory testing instruments and many other applications where elevated temperatures would otherwise present a serious problem.

Mallory is prepared to apply its products, facilities and widely diversified techniques to the needs of an accelerated industrial mobilization.

P. R. MALLORY & CO., Inc.  
**MALLORY**

SERVING INDUSTRY WITH THESE PRODUCTS:

Electromechanical • Resistors, Switches, Television Tuners, Vibrators  
Electrochemical • Capacitors, Rectifiers, Mercury Dry Batteries  
Metallurgical • Contacts, Special Metals, Welding Materials

P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA

Manufacturers of any product involving electronics, electrochemistry, electromechanics or metallurgy are invited to make use of Mallory creative engineering in improving designs, stepping up production or lowering costs, through the use of standard Mallory components or specially designed adaptations.



## The flavor that Nature made famous

Scotland's **Spey River Valley** is Nature's gift to the world of Scotch drinkers. Nothing is so important to the character and flavor of Scotch as the water, the grain and peat found in this famous Valley. So try Spey-Royal and you'll agree — *the best Scotch drinks are born . . . not made.*



### GILBEY'S **Spey-Royal**



*By appointment Scotch Whisky  
Distillers to H. M. King George VI*



86.8 Proof. 100% Scotch Whiskies. Distributed by National Distillers Products Corporation, New York, N. Y.



# Pss-sst

## Have you heard how Continental developed the popular low-pressure aerosol can-and-valve?

Originally all aerosol products were packed in heavy steel "bombs." These are pretty good—but they can't help being expensive. So Continental research people said:

"Why don't we find a way to put these efficient aerosols in an inexpensive, disposable can? Then more people could afford the convenience of self-spraying insecticides, deodorants, paints, waxes and other products."

Our scientists went to work. They soon discovered it wasn't necessary to use aerosol "propellants" that developed high pressures—around 70 lbs. per square inch. A pressure of 35 lbs. worked just as well for many sprays, and didn't require a heavy steel "bomb" structure for the package.

So Continental researchers developed a proper combination of materials to give a satisfactory low-pressure aerosol. Next they tackled the problem of the container itself. Because of their experience with other cans designed to hold pressure, they knew just what kind of can to build.

But the valve for a low-pressure aerosol presented a brand-new problem—and without the proper valve, the whole idea might have flopped. After several years of intensive research, the engineers came up with the answer—the built-in "finger-tip" valve.

Presto—the Continental pressure aerosol can was a practical reality, and in just a few months it appeared in stores all over the country, packed with dozens of convenient, useful products.

*Serving Industry...serving America*

*The products, the facilities and the people of Continental have been at the service of America since 1905. With other American industries, Continental is now placing an increasing portion of its effort into making our nation strong.*



PAINTS



INSECTICIDES



WHIPPED TOPPINGS



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WAXES

# CONTINENTAL © CAN COMPANY

CONTINENTAL CAN BUILDING 100 E. 42nd ST., NEW YORK 17, N. Y.



TIN CANS



FIBRE DRUMS



PAPER CONTAINERS



STEEL PAILS AND DRUMS



CAPS AND CORK



PLASTIC PRODUCTS



DECOWARE

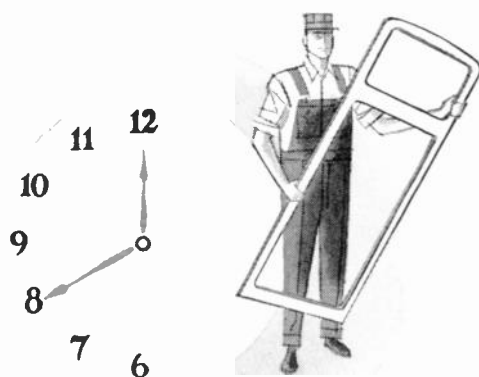


let's look at  
the shape of  
things to come



... if future plans require it ...

here's how **you** can cut costs  
and make  
larger parts or  
products faster



Examine the time-saving steps offered by PLASTICS! Advances in plastics technology—particularly in *polystyrene*—have placed plastics first in many manufacturers' plans. With improved polystyrene formulations, new molding techniques and machinery, you can make *larger area moldings* in one piece . . . many with complicated and intricate designs.

You can cut production time with these new moldings because you can eliminate

many assembly steps and speed your production cycle. And your product quality may be improved, too, because polystyrene won't chip, peel or rust! Polystyrene comes in a wide range of colors . . . colors built right into this famous plastic. This means you can keep your finishing operations to a minimum.

Dow, as a leader in the plastics industry, offers you a complete line of *quality controlled* polystyrene plastics under the

trade mark name, Styron, plus the expert assistance of Dow's Plastics Technical Service. When looking at the shape of things to come in '51, be sure to include Styron in your planning for future civilian or defense products. Write Dow today.

*Plastics Division—Dept. PL-23*

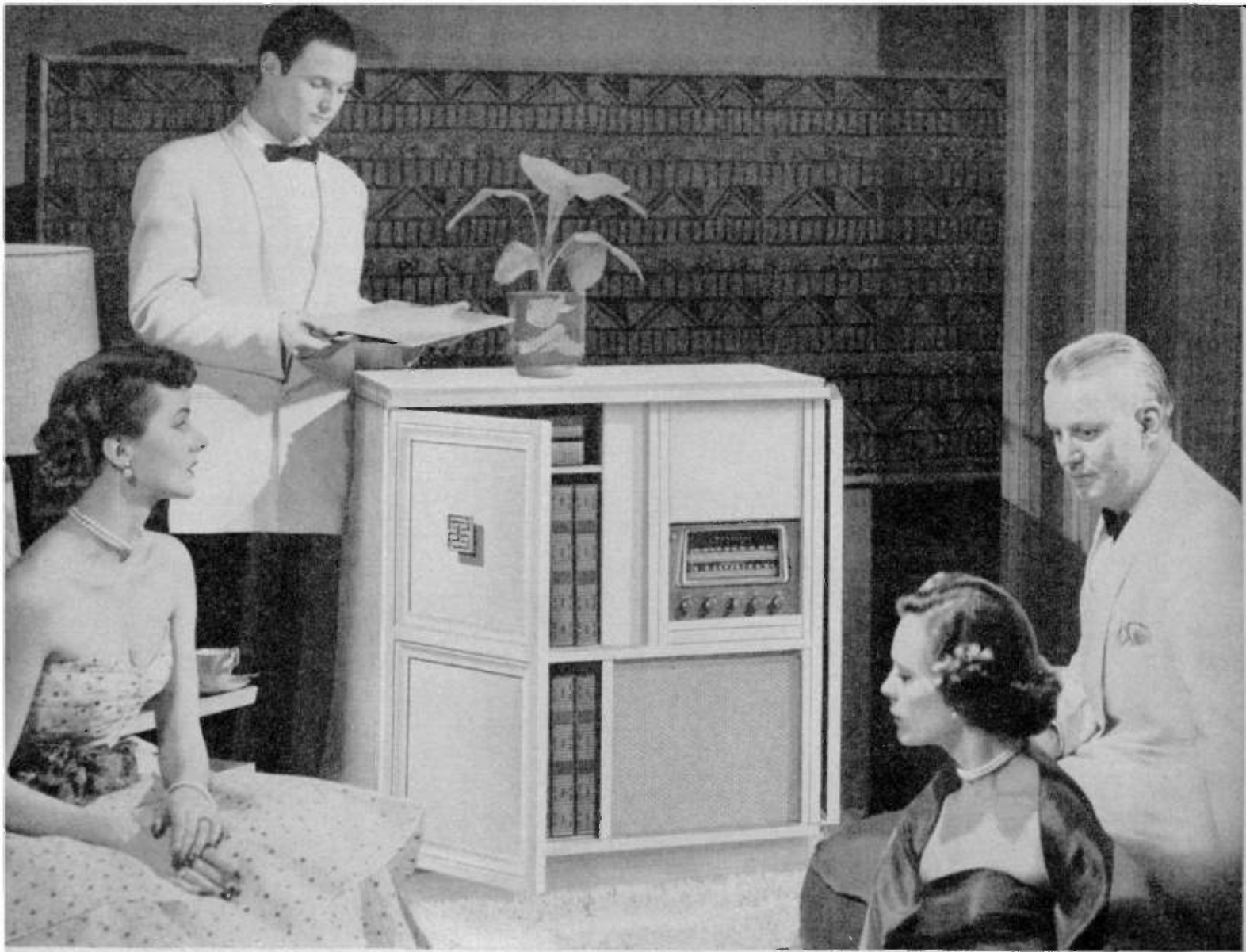
**THE DOW CHEMICAL COMPANY**  
MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington  
Atlanta • Cleveland • Detroit • Chicago • St. Louis  
Houston • Los Angeles • San Francisco • Seattle  
Dow Chemical of Canada, Limited, Toronto, Canada

**STYRON**...a *quality plastic*  
for a *quality job!*

**DOW**  
*Plastics*





THE AMERICAN MODERN in stunning white oak finish.

# Magnavox enriches America's most gracious homes

WITH all due respect to luxurious furnishings, none can set the scene for gracious living better than the magnificent music you enjoy from a Magnavox AM-FM radio-phonograph. Listen with full attention or use music as an eloquent background. Either way, the concert-hall tone of Magnavox charms every ear within range... prompts feelings of contentment,

pleasure and well-being. This superior tone owes much to the extra power and high-fidelity speakers built into all Magnavox instruments. Magnificent Magnavox cabinets of heirloom quality serve as perfect

sounding chambers. Exclusive Magnavox changers clean and play records of all three speeds and sizes automatically. Magnavox values are unequaled. Only America's finest stores are selected to sell Magnavox. See your classified telephone directory. The Magnavox Co., Fort Wayne 4, Indiana.

● THE AMERICAN MODERN is one of many Magnavox cabinet styles with provision for adding Magnavox Big-Picture TV now or later.



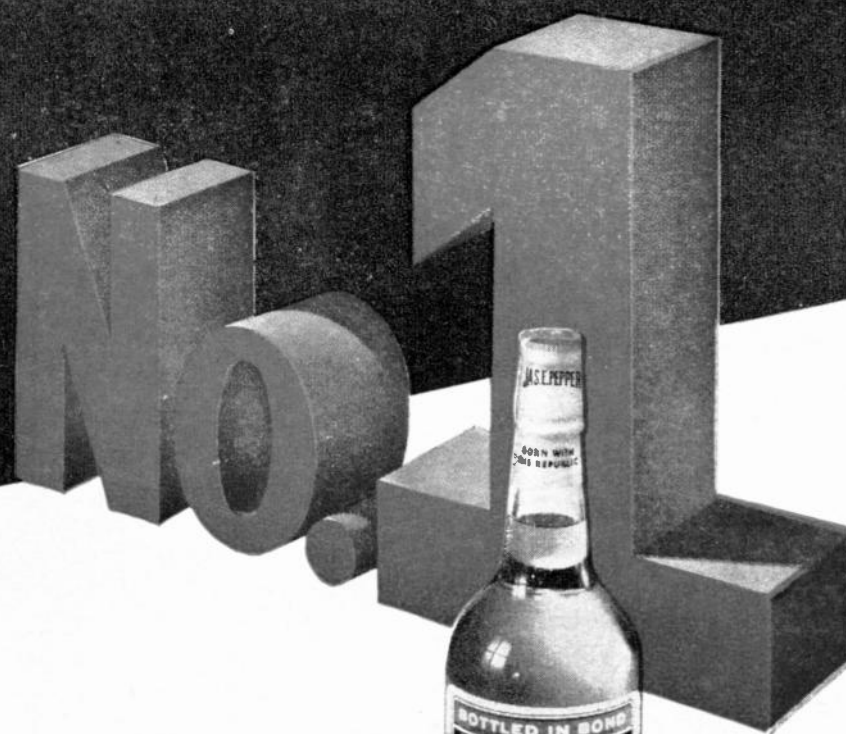
BETTER SIGHT... BETTER SOUND...

BETTER BUY

the magnificent  
**Magnavox**  
television - radio - phonograph



James E. Pepper



**FIRST BOURBON**

**made in Kentucky (1780)**

**...still the finest!**

**BOTTLED IN BOND 100 PROOF**

Kentucky straight bourbon whiskey • 100 proof • James E. Pepper & Co., Inc.,  
Lexington, Kentucky ©1951 JAMES E. PEPPER & CO., INC.

anti-Communists, he dismissed Marxist Alvarado, appointed as the new orphanage director Roman Catholic Ernesto Cofiño, who reinstated the three nuns.

The Association of University Students called upon Congress to "save the nation from totalitarian (i.e., Communist) slavery." But some anti-Communist Guatemalans were beginning to wonder whether Arbenz wanted to save the nation from the Red totalitarians. No Communist himself, he seemed to be a prisoner of the Communist bureaucrats, politicians and union bosses who grabbed power during the Arévalo regime. Said a student wounded during last week's fray: "We Guatemalans must face up to the fact that ours is the only country west of the Iron Curtain where peaceful anti-Communist demonstrators are dispersed by government bullets."

## BRAZIL

### On the Warpath

To the *caboclos* (rubber-tree tappers and Brazil-nut gatherers) who live along tributaries of the Amazon, the Caiapó Indians are bad medicine. Savage and naked, they lurk in the jungle until the men in *caboclo* settlements leave for the day's work. Then they swoop down, killing everyone but the girls, whom they kidnap. If they meet resistance, they fire thatched huts with flaming arrows, like Sioux attacking a covered-wagon train. Says an old trader: "The best thing to do when you see a Caiapó is to shoot first."

To the Caiapós, on the other hand, the *caboclos* are sinister members of a light-skinned tribe which threatens their tropical hunting grounds and may rightfully be attacked. In this view they have a virtual ally in the powerful Indian Protective Service, a federal bureau. So considerate is the Indian Service of its wards that it has even tried to have the government forbid shooting of Indians in self-defense.

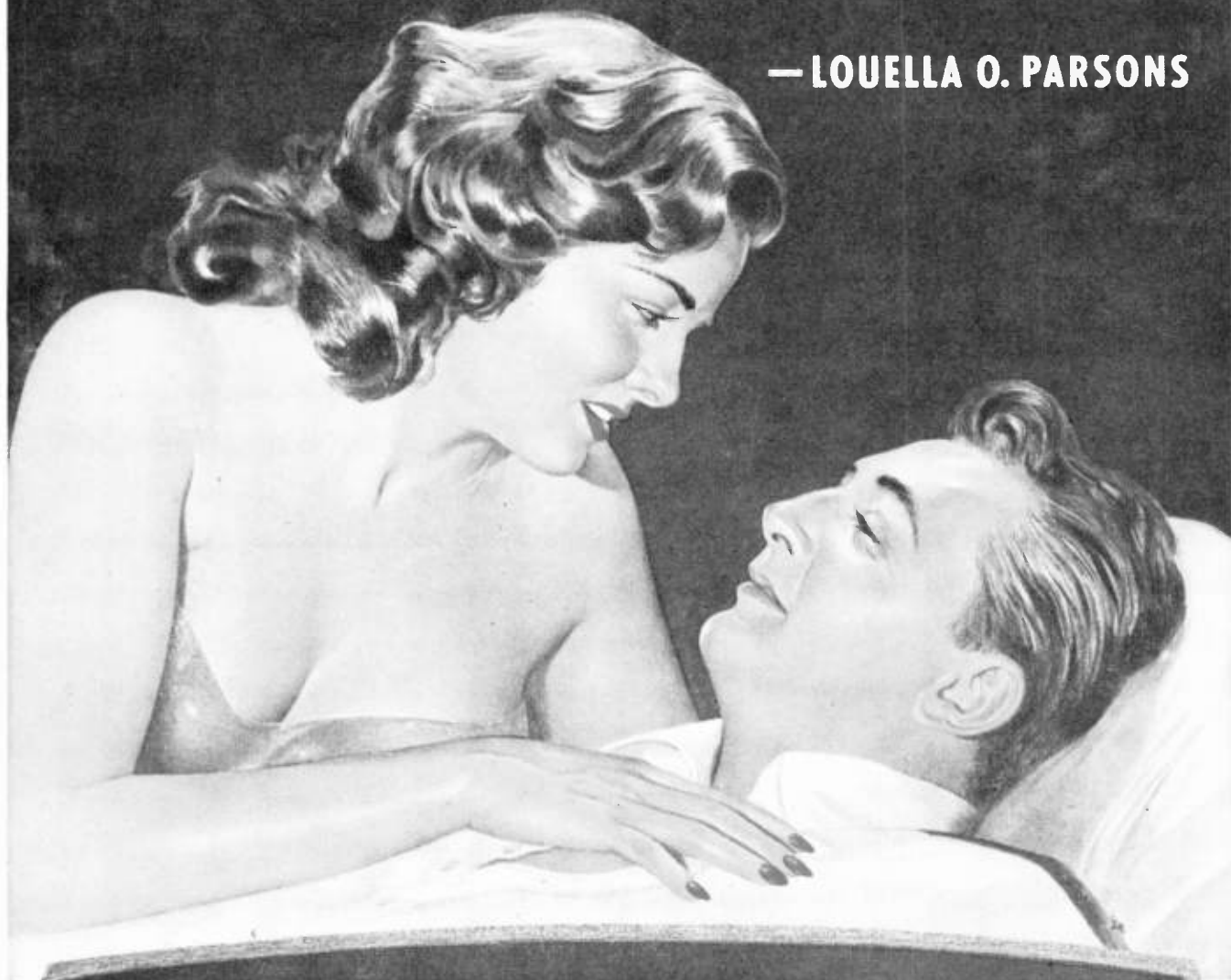
Last week, after many months of increasing Caiapó depredations, the State of Pará Chamber of Commerce sent an angry telegram to Brazil's congress, "transmitting the intense clamor of the state's population against the murdering of rubber tappers and nut gatherers by the Caiapó Indians." It noted that "at a time when Brazil needs its rubber for its economy, security and defense," production in the area had dropped from 2,000 to 400 tons a year as frightened *caboclos* refused to venture into Caiapó territory. Worse, the Indians, in addition to bows & arrows, clubs and lances, were using Winchester rifles supplied to them by renegade rubber traders, just as firewater and firearms were sold to U.S. redskins by unscrupulous fur traders. The telegram hinted that the Winchester ammunition came from the Indian Service; recently at a Service post police seized 16,000 rifle bullets.

Unperturbed, the Indian Service answered: "When nuts and rubber pay good prices, white men invade Indian territory. From the position we take against exploiters and invaders comes the animosity against our service."



**'The hottest combination  
that ever hit the screen!'**

**— LOUELLA O. PARSONS**



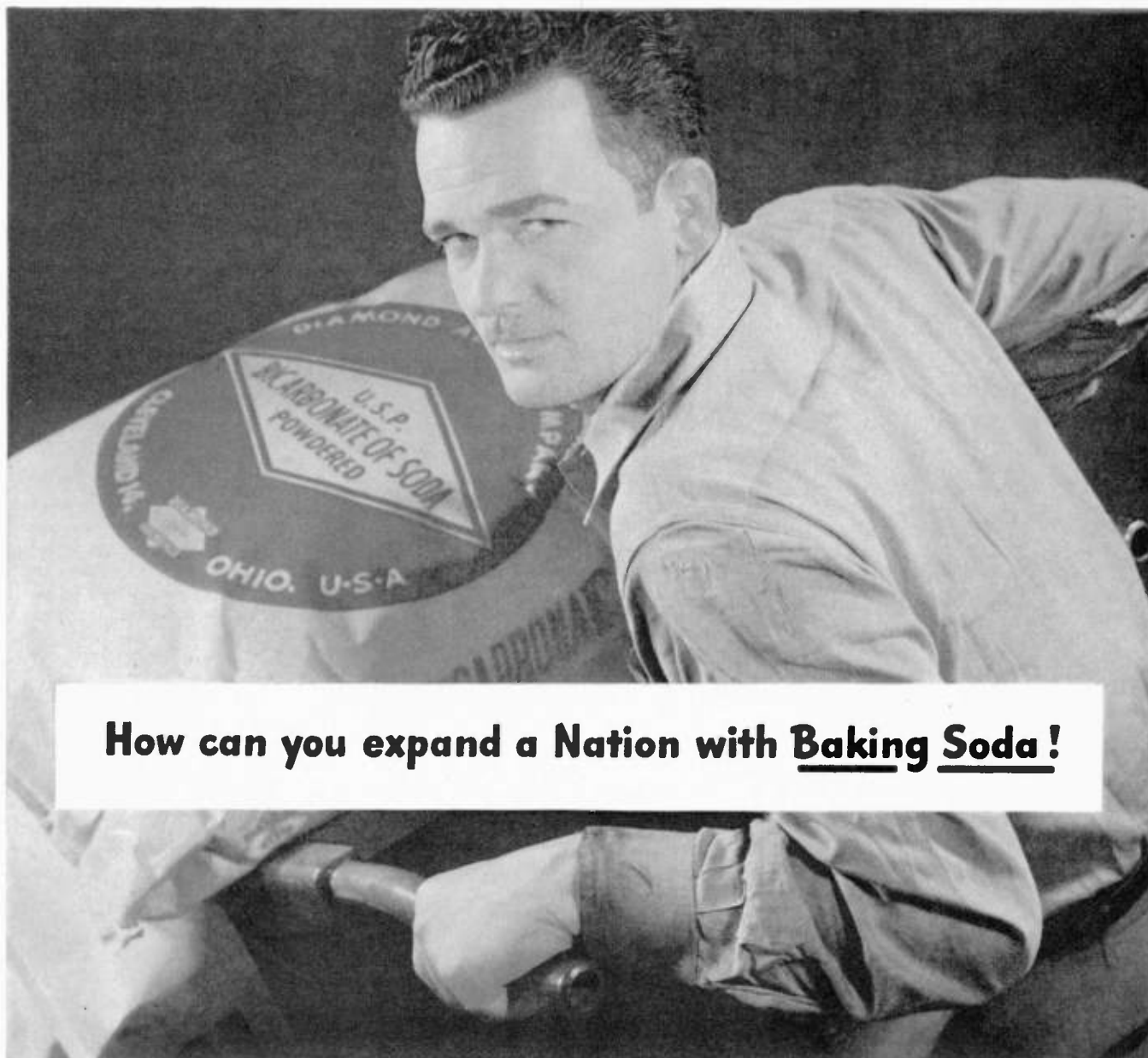
HOWARD HUGHES *presents*  
**ROBERT MITCHUM • JANE RUSSELL**  
*in*  
***HIS KIND OF WOMAN!***

with VINCENT PRICE • TIM HOLT • CHARLES MCGRAW  
A JOHN FARROW PRODUCTION



PRODUCED BY ROBERT SPARKS • DIRECTED BY JOHN FARROW • WRITTEN BY FRANK FENTON AND JACK LEONARD





## How can you expand a Nation with Baking Soda!

Military demands have made civilian and soldier interdependent, inseparable. Yet a man may well wonder how he contributes to expanding our national strength at this time of mobilization, if he spends his whole day making baking soda. Bicarbonate of soda is one of the major products, by tonnage, of DIAMOND ALKALI and the men who make it never know how much will go into baking cookies for civilian delight or into charging fire extinguishers for civilian defense.

Every chemical DIAMOND makes is used in both civilian and military goods. Bicarbonate of soda can become whatever men want it to become, food for Korean orphans or an aid in processing military leather. The determining factor is man's purpose which, after all, is a matter of man's desire. That's the most hopeful thing about present-day expansion of the chemical industry—it can all be diverted to wiping out war's causes, to helping create world-wide abundance, by a mere change of heart.



*Chemicals you live by ...* **DIAMOND ALKALI COMPANY** CLEVELAND, OHIO

---

SODA ASH • CAUSTIC SODA • CHLORINE & DERIVATIVES • BICARBONATE OF SODA • SILICATES • CALCIUM COMPOUNDS • CHROME COMPOUNDS • ALKALI SPECIALTIES





***Ever  
hear of a bank  
that  
gave money away?***

Every day, a bank gives away tens of thousands of dollars in exchange for checks drawn on other banks.

These checks are worthless pieces of paper until they're cleared at a central clearing house. Until that time, the bank has literally given its money away!

It's vital for a bank to keep its books

balanced by clearing these checks in the shortest possible time.

Yet their central clearing houses are hundreds of miles away from many banks!

What do they do?

They make a wise investment! They ship their checks the fastest possible way — by Air Express!

Whether your business is banking or ball-bearings, here are the unique advantages you can enjoy with regular use of Air Express:

**IT'S FASTEST** — Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, *at no extra cost.*

**IT'S MORE CONVENIENT** — One call to Air Express Division of the Railway Express Agency arranges everything.

**IT'S DEPENDABLE** — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

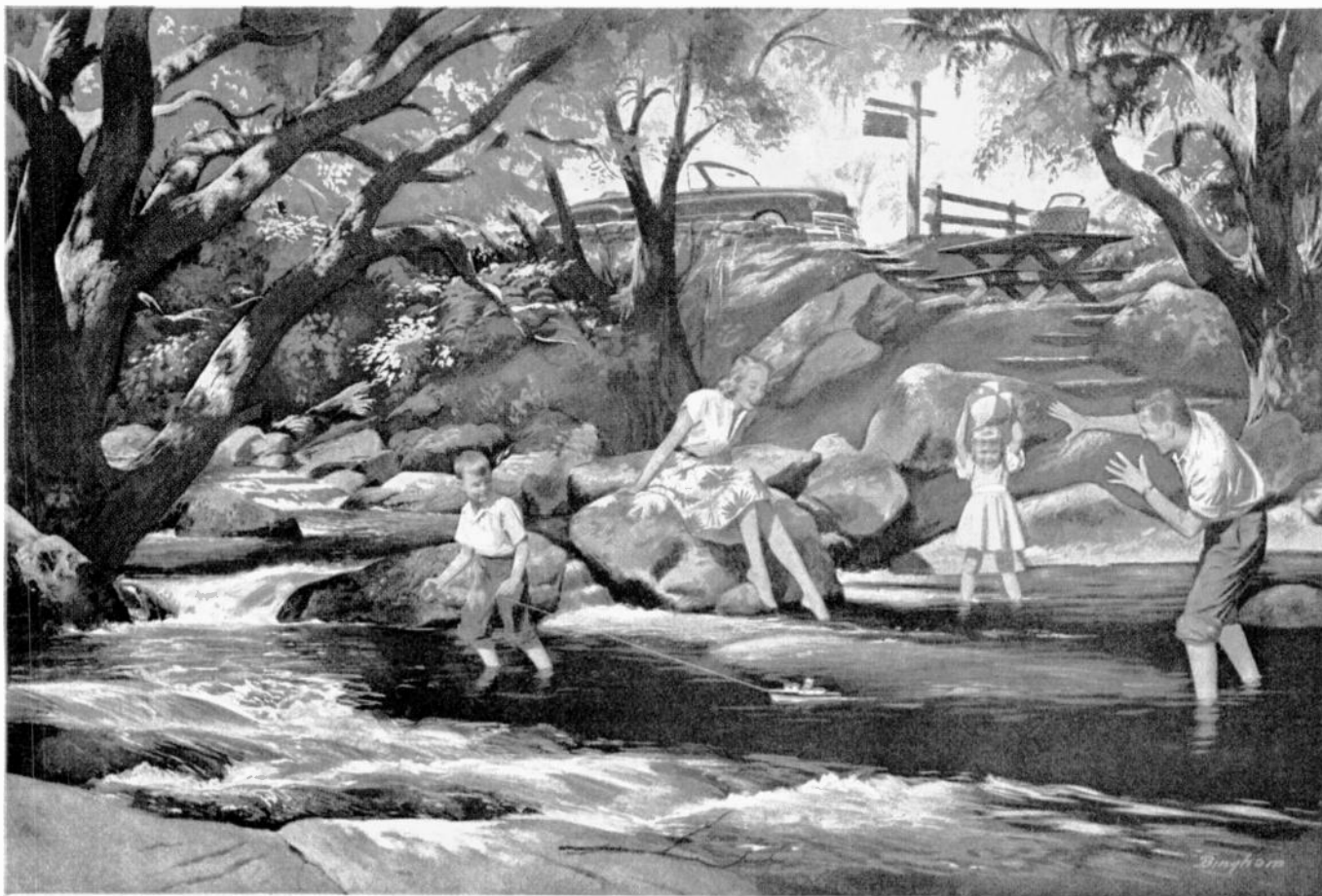
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 **AIR EXPRESS**  
**GETS THERE FIRST**





## Summer's more fun when you can *Beat the heat!*

In summertime, you plan your pleasure to suit the season. And your car's an important part of the fun.

So, isn't this a sensible thing to do? Use a gasoline that's specially blended to give you the best kind of performance in summer weather!

Summer-Grade Gulf NO-NOX is made to give you freedom from hot-weather engine knocks and pings that usually grow worse when temperatures soar.

Gone, too, is that balking and stalling so often caused by hot-weather vapor-lock. Summer-Grade NO-NOX also gives your car even, velvet-like power at *all* speeds. This means smooth idling, too—a great advantage in heavy summer traffic.

And you get full mileage from every gallon be-

cause Summer-Grade NO-NOX resists hot-weather evaporation.

Gulf dealers have Summer-Grade NO-NOX Gasoline *now*. This is the time to try a tank-full; see how much more fun summer driving can be!



On your next trip use  
**Gulf** *summer-grade* **No-Nox**  
 power-FULL to bring out your car's FULL power!

FIFTY YEARS OF SERVICE • PETROLEUM AND ITS PRODUCTS—1901—1951  
 GULF OIL CORPORATION • GULF REFINING COMPANY







## It's OLD FORESTER Mint Julep Time Again !

A traditionally famous combination for over 81 years — cool, refreshing mint juleps, made with famous bonded Old Forester! Here is rich, full Kentucky bourbon at its finest. As outstanding for quality and uniformity of flavor as when the first bottle was labeled and signed in the founder's own hand. Truly America's Guest Whisky since 1870!

AS IT SAYS ON THE LABEL:

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KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY





*This Man*

**can be your most important visitor**

*today*

This man is your local insurance agent. He is the one man who can provide you with adequate protection against loss . . . losses that you cannot see or predict.

No businessman can be completely certain that every one of his employees is trustworthy. No business is completely safe without the protection this man can give.

Welcome this man when he calls. Consult him . . . your local insurance agent . . . today. Tomorrow could be too late.

*To obtain the name of your nearest U.S.F.&G. agent or for claim service in an emergency, call Western Union by number and ask for Operator 25.*

**U.S.F.&G.**

CONSULT YOUR INSURANCE  
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Champion means quality and complete versatility. Champion's papers include coated and uncoated printing papers, bristols, bonds, envelope papers, tablet writing, papeterie, box wraps, and numerous special grades. There is a grade to meet your specific fine paper requirement.

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HAMILTON, OHIO

*District Sales Offices in New York, Chicago, Philadelphia,  
Detroit, St. Louis, Cincinnati, Atlanta, Dallas and San  
Francisco. Distributors in every major city.*



"You can take  
your pick of  
decorator-  
fashion  
interiors"

"Wait till you get  
the feel of the  
Automatic Ride  
Control"



Beautiful room  
with a View

You don't have to be a Fashion Expert to pick this one! Its new "Luxury Lounge" Interior features new Craft-cord and vinyl upholstery combinations—Color-Keyed to a wide choice of beautiful two-tone outside finishes!

It gives you more head-and-shoulder room, a bigger sweep-around rear window, a bigger luggage locker than any other car of its type in Ford's field! And this "million-dollar" beauty costs less than you might think.

See "Ford Festival" starring James Melton on NBC-TV



Run the windows down—no side pillars obstruct your view! The Victoria is the closed car with the openness of a convertible. You get Ford's 43 "Look Ahead" features such as the Automatic Mileage Maker which helped place Ford first in its class in the Mobilgas Economy Run, Automatic Ride Control and Key-Turn Starting. And there's Ford's great whisper-quiet 100-h.p. V-8 engine . . . your choice of Conventional Drive, Overdrive\* or Fordomatic Drive\*.

The '51 FORD  
Victoria

It's built for the years ahead! "Test Drive" the new Ford Victoria at your Ford Dealer's today! You'll see, hear and feel the lasting quality that makes Ford your best buy not just for today but for the years to come!

\*Overdrive and Fordomatic Drive optional at extra cost. Equipment, accessories and trim subject to change without notice.





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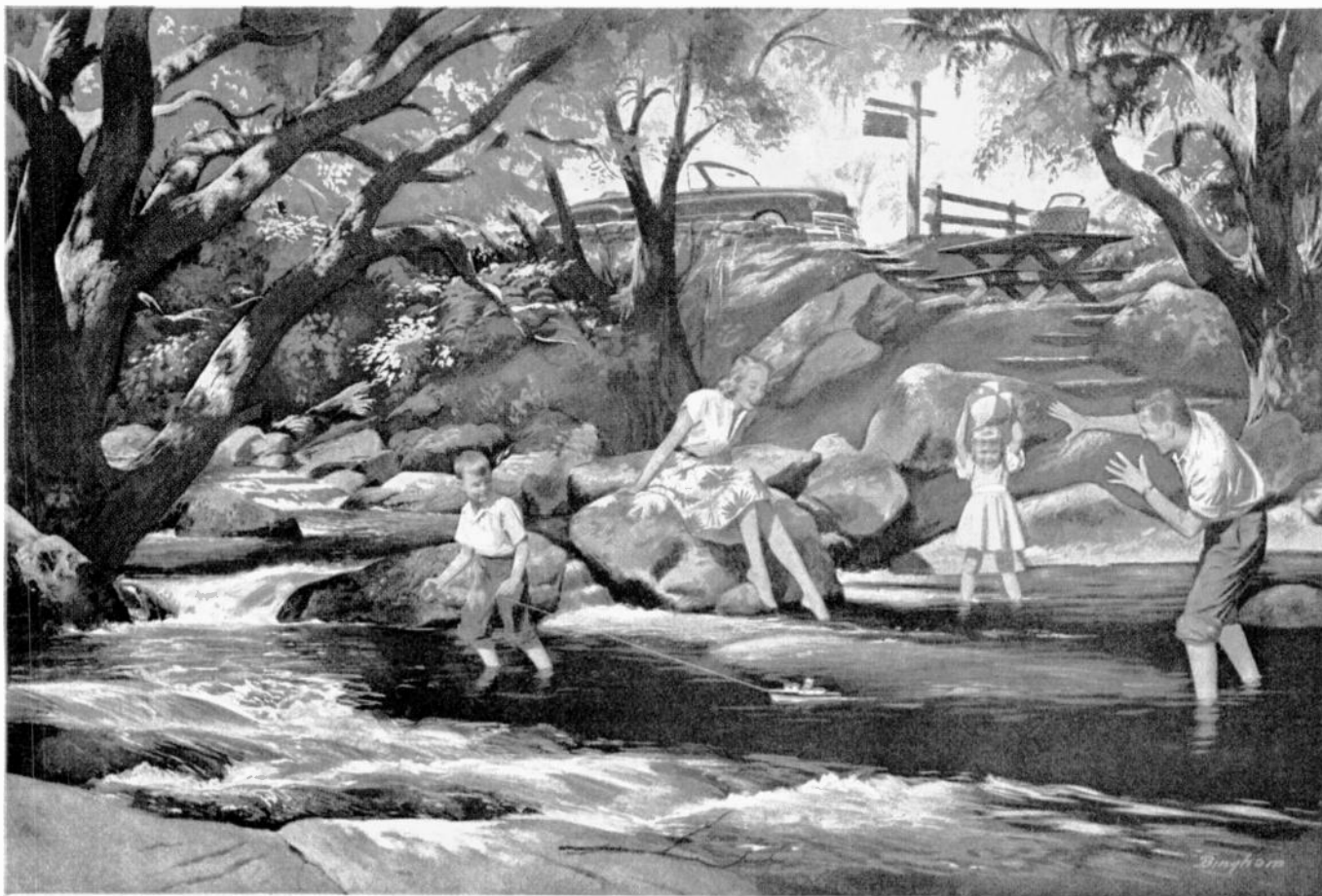
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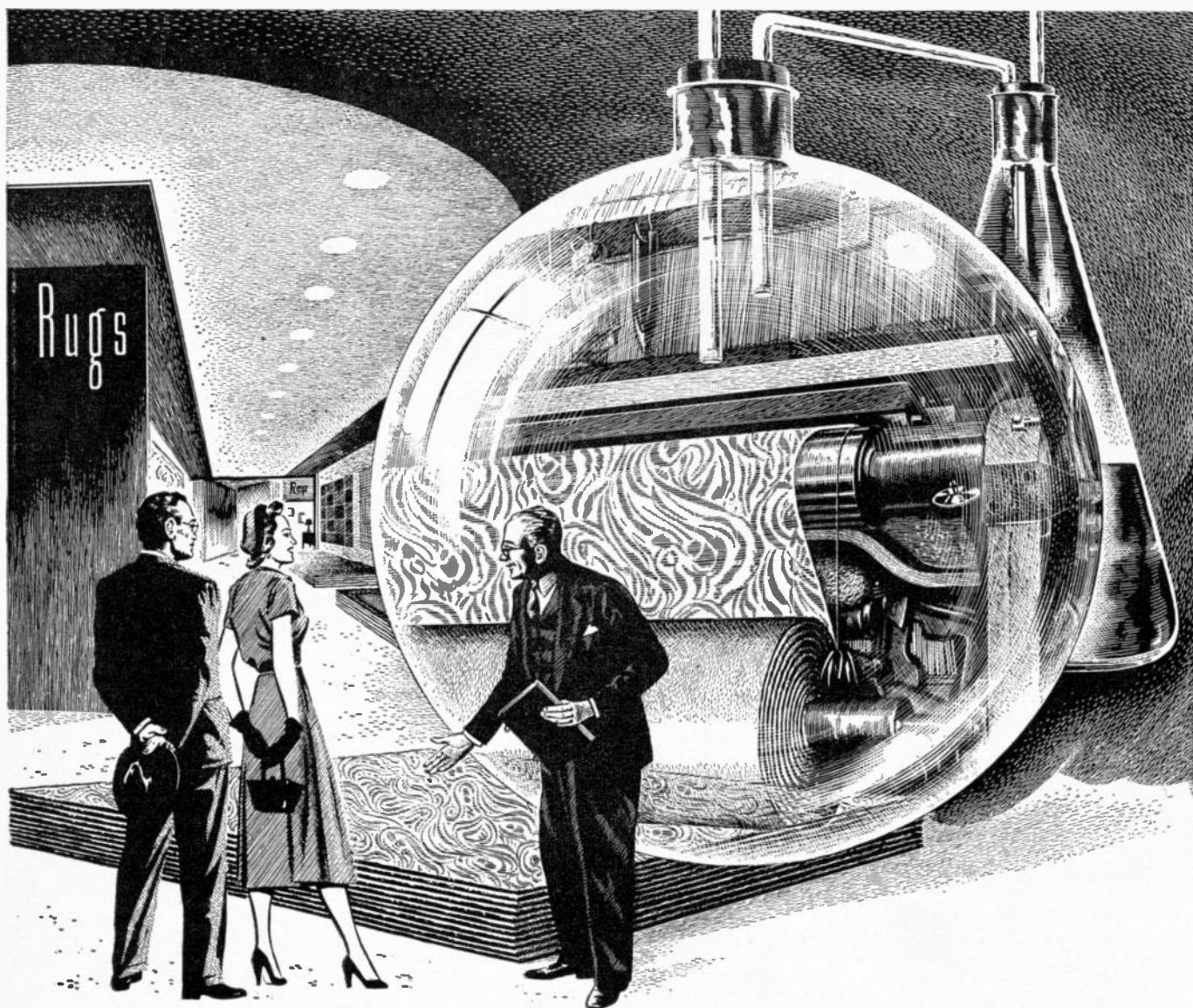
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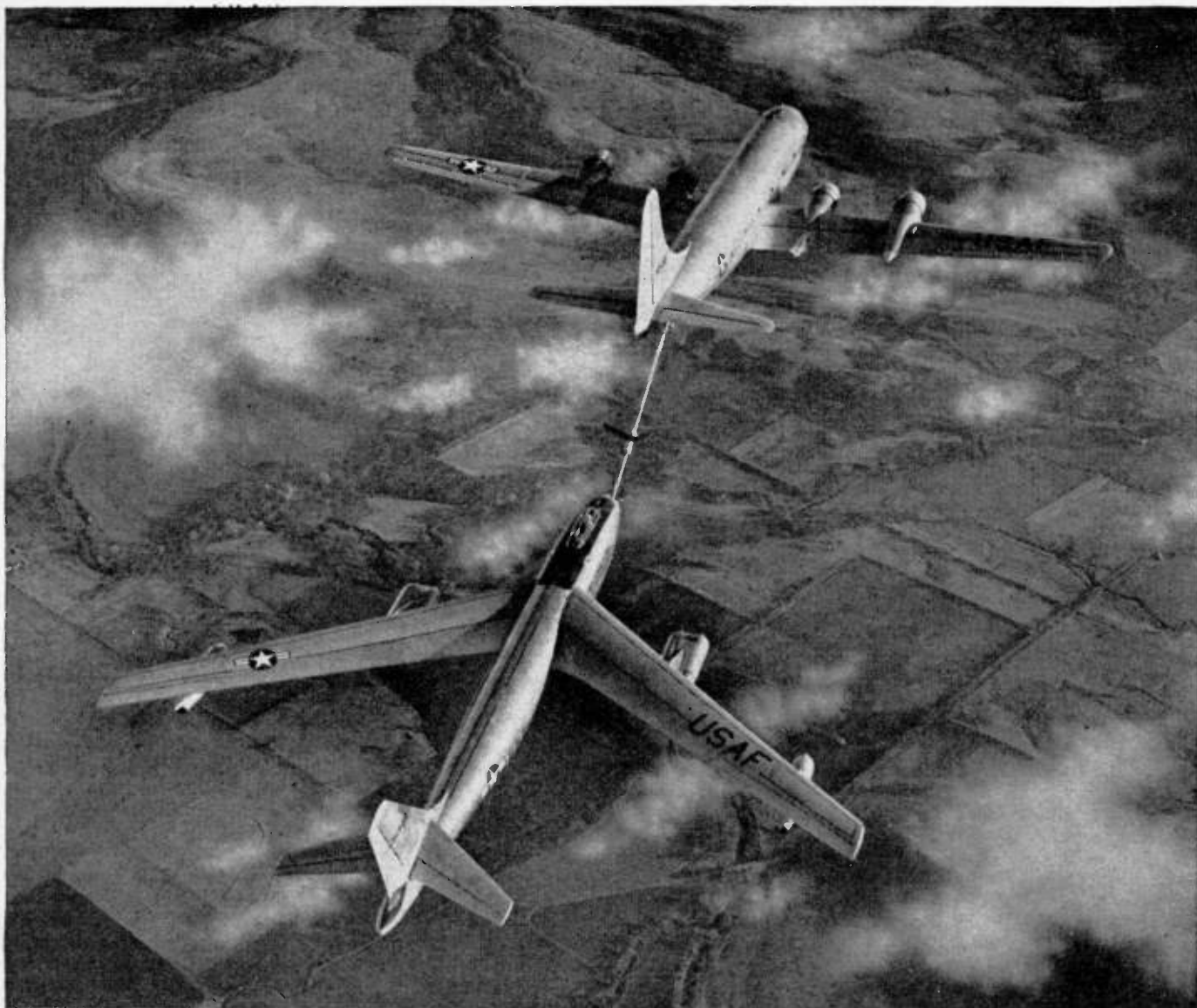
# Celanese

CORPORATION OF AMERICA  
180 Madison Avenue, New York 16, N. Y.

CHEMICAL FIBERS . . . TEXTILES . . . CHEMICALS . . . PLASTICS

TIME, JULY 23, 1951





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**BOEING**





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OWENS-CORNING  
**FIBERGLAS**

IS IN YOUR LIFE . . . FOR GOOD





*This Man*

**can be your most important visitor**

*today*

This man is your local insurance agent. He is the one man who can provide you with adequate protection against loss . . . losses that you cannot see or predict.

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*To obtain the name of your nearest U.S.F. & G. agent or for claim service in an emergency, call Western Union by number and ask for Operator 25.*

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## Now— a single standard of comfort!

Time was when women had a monopoly on comfort. Men struggled through seething summers clad in heavy fabrics . . . squirmed through steam heated winters dressed for the old open fireplace days.

But not your present day modern-minded gentleman. He demands equal rights to comfort—and dresses to suit his surroundings—in rayon.

Come hot weather, he's quick to take advantage of rayon's coolness and slips into an air-breathing rayon tropical. During the cold months the average 70° temperature maintained in most homes heated makes an air-trapping rayon medium-weight a natural choice.

How come this new comfort? Warmth and coolness are not a matter of fiber but of fabric construction. Being man-made, rayon can be engineered to do both jobs superlatively well. Moreover, rayon brings its own unique values to men's clothing. It makes possible subtle colors, smart tailoring qualities, interesting surface effects at a most reasonable price.

But only wearers of rayon suits can really appreciate them. Wear one yourself and see how comfortable life can be! American Viscose Corporation, 350 Fifth Avenue, New York 1, N. Y.



### AMERICAN VISCOSE CORPORATION

A M E R I C A ' S   L A R G E S T   P R O D U C E R   O F   R A Y O N



# CHAMPION



Champion means quality and complete versatility. Champion's papers include coated and uncoated printing papers, bristols, bonds, envelope papers, tablet writing, papeterie, box wraps, and numerous special grades. There is a grade to meet your specific fine paper requirement.

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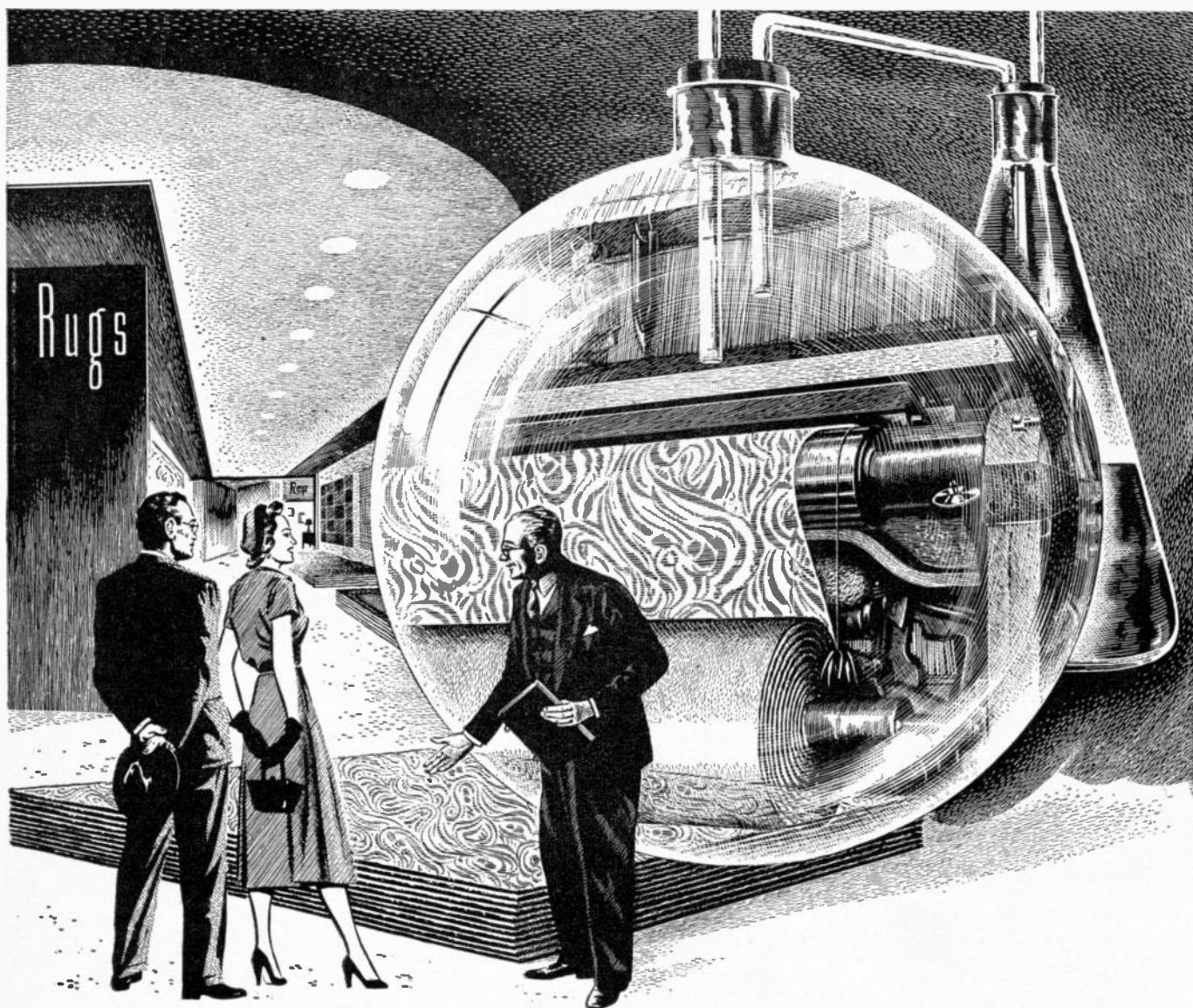
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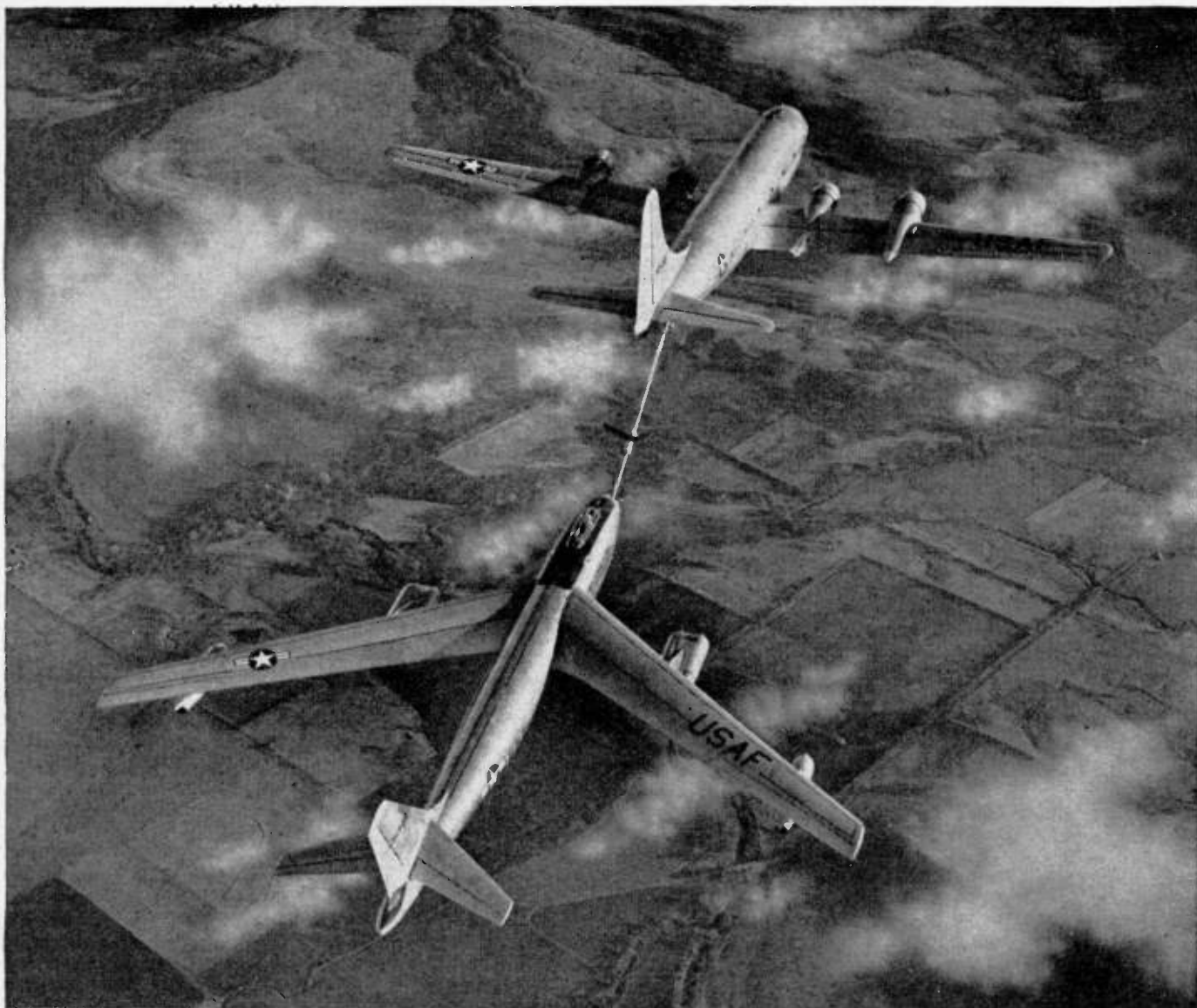
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IS IN YOUR LIFE . . . FOR GOOD



# Best of breed... best in show



**No other truck stands so much work or lives so long as Mack...not one**

The staunch Mack bulldog leads his breed and all his kind.

You'll see him on the most modern truck, the newest bus, the shiniest fire fighter in the engine house.

You'll also see him on grizzled old Macks—still holding down a young truck's job—of which their owners speak almost with reverence:

"Some of our Macks are twenty-seven years old,"\* says one—you feel

the marvel in his voice.

Another says—"I've spent mighty few dollars for repairs on my Mack in the past twenty years." He speaks with eagerness—the words are pats on the back for his good judgment.

"Of our 136 Macks, many have passed the fifteen-year mark. One is twenty-five—all are registered and

operating profitably," another says.

And so it goes—buses, trucks, fire apparatus—Macks everywhere, still on the job, living long beyond the day their usefulness should end.

Earning money for owners, saving money for owners—far longer.

Best of breed, best in show—*no other truck stands so much work or lives so long as Mack.*

Not one!

\*Among all trucks in its weight class, there are twice as many Macks over 17 years old still in service.



Mack Trucks, Empire State Bldg., New York 1, N. Y. Factories at Allentown, Pa.; Plainfield, N. J.; Long Island City, N. Y. Factory branches and distributors in all principal cities for service and parts. In Canada: Mack Trucks of Canada, Ltd.

## Built like a Mack...outlasts them all!

# How Honeywell Controls help the new luxury liner "Constitution" carry its own climate



In this summer of 1951, modern American living went to sea — on the maiden voyage of the American Export Lines' fabulous new liner, "Constitution."

On this air-conditioned ship, you dial your own climate — in your own room — as you can do in so many modern homes.

All the controls — not only the personal thermostats in each smartly decorated stateroom, but hundreds of other automatic controls throughout the "Constitution" and its sister ship, the "Independence" — are Honeywell Controls.

Thus, Honeywell helps America live better afloat, just as it does ashore in millions of homes, schools, hospitals and commercial buildings. Just as it helps America *work* better, too, for Honeywell Controls do hundreds of different jobs in hundreds of different industries.

This is the Age of Automatic Control — everywhere you turn.

And Honeywell has been the leader in controls for more than 60 years.



America lives better — works better — with Honeywell Controls

MINNEAPOLIS  
**Honeywell**

*First in Controls*

For information about automatic controls for ships, planes, buses, and trains; for heating, ventilating and air conditioning; for industrial processing — write HONEYWELL, Minneapolis 8, Minnesota. In Canada: Toronto 17, Ontario.





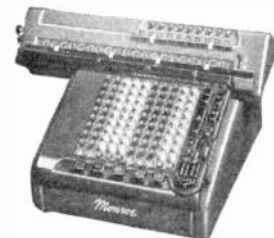


## **"He saves bolts!"**

When winter comes this fur-bearing tree poodle will regret his choice. Like the businessman who chooses too much or too little machine to handle his figure load. Shortsighted selection *that*, friends. For, as all businessmen know, all you need to solve any figuring or accounting problem is Monroe. Because Monroe makes a model to meet *every* need. And *every* Monroe makes operators more productive, more efficient. Yes, friends, when it comes to cracking tough figure bottlenecks, those Monroes are the nuts!



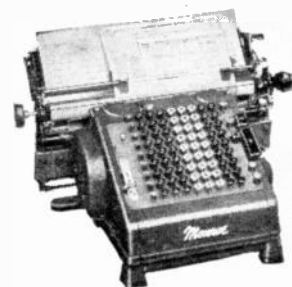
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MONRO-MATIC The latest for fast, fully automatic, economical figuring. Compact, portable, with famous "Velvet Touch" ease of operation. Long, dependable service.



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EVERY business needs this efficient grand total model. Adds and subtracts directly in two registers. Accumulates, stores totals. Saves time, steps up figure production.



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Monroe Calculating Machine Company, Inc., General Offices, Orange, N.J.