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Cabin Crafts puts color in its proper place

A reaction was bound to come. For too many years, people saw endless expanses of tepid floor coverings. They became hungry for color. Then Cabin Crafts came on the scene with imaginative, colorful rugs. Today many people buy a Cabin Crafts area rug first, and use the colors for a whole room. These rugs have the flavor of custom designs. Individuality. They look frightfully expensive. But happily, they are not. “Marimba” (large picture) is $19.95 in 4'x4', $44.50 in 6'x6'—a plush cotton blend. “Hidalgo” is Acrilan® in 7 stripe combinations, 27”x48” at $16.95 to 9'x12' at $199.50. All Cabin Crafts carpeting has this sense of color—Acrilans, nylon, blends—$5.95 to $19.95 sq. yd. Write for Room Service book on how to decorate with Needletuft Rugs and Carpets. Cabin Crafts, Inc., Dept. NY-4, Dalton, Ga.

CABIN  
CRAFTS

A better idea in rugs and carpets—Needletuft by
"Better quiet down these drinks, Pierre!"

Drinks mixed with Canada Dry Water make themselves heard... sparkle out loud. "PIN-POINT CARBONATION"... millions of tiniest bubbles... keeps highballs full of life—to the last sip.

Canada Dry Water—the world's most popular club soda—is preferred in the finest bars, hotels and clubs. Its special formula points up the flavor of any tall drink. Serve Canada Dry Water in your home... it costs no more than ordinary mixers.

THE CHAMPAGNE OF GINGER ALES

If you prefer a mixer with a fuller flavor, there's nothing as good as Canada Dry.

CANADA DRY WATER
What could fit into an evening at play better than Carling’s ...for good taste, good cheer and memorable refreshment?

CARLING'S Red Cap ALE
How to move brilliantly in Celanese* Acetate

Even if you don't play chess, you can still make the smartest move of all. Simply get your hands on—and your arms in—these opulent Alfred Sports Shirts. They do wonders for your ego and the reason is clear. Alfred of New York is 'Capablanca' of his trade and Celanese acetate reveals his talent at its best. No shirting rivals acetate's cool comfort, or its affinity for compliments. Check?

At the right: ALFRED OF NEW YORK's "King Castle" shirt. This rich textured acetate fabric lends a soft life, 16 colors. $10.95. At the left: Alfred's "Grandmaster," tailored of a tweedy-looking sheer acetate that air can see through, but you can't see through when it's on. $10.95.

At Wallachs, N. Y.; Halle Bros., Cleveland, Canton, Erie; Maurice L. Rothchild & Co., Chicago, Evanston, Minneapolis, St. Paul; Hastings, San Francisco, Oakland; Louis of Boylston St., Boston. For other stores see last page.


Celanese® ACETATE, the fiber that grooms the fabric
longer lasting...it's genuine lacquer

Like the fabulous lacquers of old, new Chen Yu is made to last longer. Faster drying, harder setting, extra brilliant...it's genuine lacquer. Extra safe, too. 12 beautiful new fashion-cued colors...lighter, brighter, fashion smarter, in Chen Yu's exclusive new finger-rest container for quicker, easier, cleaner application.

CHEN YU, INC., A DIVISION OF RICHARD HUDNUT

PHOTO BY RAWLINGS

Chen Yu Nail Lacquer, 60¢
Chen Yu matching Lipstick
with the stay-fresh look, $1.00

SHE'S WEARING CHEN YU'S BRILLIANT NEW "CORAL PEARL" ON LIPS AND FINGER TIPS.
ANTIQUE CARVED IVORY CHESS SET FROM THE COLLECTION OF GUSTAFUS A. PFEIFFER.
...refreshment fulfills a friendly mission

The location...an airfield somewhere in the Pacific area. The place...a recreation hut. The flyers...veterans all. The drink...Coca-Cola, served from its red dispenser just as at familiar soda fountains at home. Thus do fighting men get together for friendly recreation many places across the seas. The phrase Have a Coke expresses the friendliness and hospitality that come second-nature to your Yankee fighting man. It's his way of saying, Pardner, you belong; you're a good Joe. Wherever they meet up with Coca-Cola, they find in the familiar pause that refresher a flashback to their own way of living—friendliness and refreshment all wrapped up in one happy, home-like moment.

Our fighting men meet up with Coca-Cola many places overseas, where it's bottled on the spot. Coca-Cola has been a globe-trotter "since way back when".

You naturally hear Coca-Cola called by its friendly abbreviation "Coke". Both mean the quality product of The Coca-Cola Company.
When you’ve met your match.

Cognac Hennessy
The world’s most civilized spirit
Cointreau... the art of lingering.

No one wants the evening to end when there's friendship, good conversation and Cointreau. Crystal clear, lighter, drier Cointreau—the liqueur laced with the subtle hint of orange.

Pronounced "Kwan-tro."
WHEN THE NAME OF THE GAME IS GREAT GROOMING THE NAME OF THE LINE IS COMMAND.

When the name of the game is holding your hair, the name of the hairdressing is Command Hair Spray. This one holds without grease, without oil, without stiffness, things a man wants. And what a man wants a man gets. That’s what you call a natural hold. It’s one of the with any one of the great groomers by Command.
How to move with confidence

Today's best-designed freight trailers carry greater payload without sacrificing strength or durability. Trailmobile, Inc. has achieved a steady reduction of weight by road-testing with Consolidated instrumentation and making a detailed study of the stress distribution in trailer structures.

An instrument trailer, carrying two CEC amplifier systems and a CEC 18-channel recording oscillograph, records the outputs from pickups, load cells, and strain gages mounted on the vehicle being tested. According to Trailmobile, the most important advantage gained is complete confidence over and above the significant savings in time and money.

You can move with greater confidence, too. Whenever you need reliable, accurate, high-speed data for new-product development or product improvement, CEC can help you.

Recognized leader in the fields of dynamic and static testing, chemical analysis, process monitoring, and automatic data processing, Consolidated offers the practical experience, instruments, equipment, and systems necessary to place you in command of any objective. How CEC can help build your company's profits is told in Brochure 44—"Your Next Move for Profit and Progress." Send for it today.

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Just as in a chess game, seemingly insignificant moves in business can be deciding factors. For instance, mere traces of gas and other impurities will profoundly affect a metal's behavior. "Super-purify" the metal, and you radically improve strength, toughness, electrical properties...and its competitive position.

High-vacuum furnaces by Consolidated Vacuum Corporation make such super-quality metals practical. When melted, cast, and cooled in an almost complete absence of air, alloys impossible to produce conventionally become available in quantity...ready for the high-stress, high-temperature demands of today's jet-atomic-electronic world.

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Equipment for measurement, analysis, process control and data processing by Consolidated Engineering Corporation, Pasadena; electronic digital computers by ElectroData Corporation (an affiliate) Pasadena; high-vacuum technology by Consolidated Vacuum Corporation (a subsidiary) Rochester, New York.

Company-owned engineering sales and service offices throughout the United States.
All his life he’s been a tough competitor.
To him, second best isn’t good enough.
But his happiest moment came last week
when his 11-year-old daughter beat him at chess.
He’s a special kind of man.
A diamond is for him.

To give you an idea of diamond values, the piece shown is available for about $240. Your jeweler
can show you other fine diamond jewelry starting at about $200. De Beers Consolidated Mines, Ltd.
In 1914 more than 150,000 human beings in the South were condemned to the slow tortures of pellagra. There were many theories, but no one knew the cause of this dread disease. Goldberger made an inspired guess.

He took a Mississippi orphanage as his laboratory—172 children. He added milk, eggs, fresh vegetables to their diet; meat, four days a week instead of once.

At the end of a year only one child had pellagra, where 130 had had it before.

More studies, and Goldberger was ready for the crucial test, his game of chess with death. He and fifteen of his associates tried to give themselves pellagra—while on an anti-pellagra diet—by every conceivable means. They failed—thus proving that pellagra is only caused by a vital lack in the diet of the victims. Checkmate!

It is now held that this deficiency is associated with a lack of Vitamin G; and thus he made it possible to free the South from its ancient curse. Today, physicians are carrying the benefits of Vitamin G to the ends of the earth.

Among the hundreds of products of the House of Squibb, none are more important than their vitamin products.
Is your dream man in this picture?

(No matter who he is, he'll be your slave for life if you give him the gift of a lifetime—a faithful, handsome Hamilton Watch)

EAGER BEAVER—Is he ambitious, hardworking, anxious to get ahead in the world? He knows the importance of being punctual. That's why he'll love you for giving him a good-looking, infinitely precise Hamilton on his birthday or for Christmas. The SECOMET (below) has 17 jewels, 10K gold-filled case. ...$57.75.

EARLY BIRD—Is he always there five minutes ahead of you? And does he get up early Sunday and bring you breakfast in bed? He'll respect the steady precision of a Hamilton—made by America's only manufacturer of fine watches exclusively. The Perry (below) has 19 jewels, 14K natural gold-filled case. ...$66.00.

MISSOURI MULE—Does he always say "no!" when you want to try new things and go new places? (Yet, later, he's glad you talked him into it.) He'll never question the faithful accuracy of a Hamilton. The Donsald (below) has Hamilton's finest Medallion movement, 19 jewels, 14K gold case. ...$90.

SMART LIKE A FOX—Can he always finish the crossword puzzles that stump you? And are you glad the children took after him? Show him how smart you are by giving him the gift he's always wanted—a distinguished Hamilton like the Gilman (below)—19 jewels, 14K gold case, Medallion movement. ...$150.

The watches below were picked to suggest Hamilton's wide variety of styles and prices. See your jeweler for other appropriate Hamilton gift watches from $52.25 up. Prices include Fed. Tax.

Attention: Men with dream girls! There'll be tears in her eyes when you crack through with the fourteen-gems gift that a girl could wish for—a winning Hamilton (above right). 14K or 14L jewels, 14K gold case and link bracelet, Medallion movement. ...$350.

(Below right) extra—17 jewels, 14K natural or white gold case, The finest Medallion movement. ...$50.
Reflections on Grace.

"Her two favorite words are Check Mate.

She believes in shopping as therapy.

And I can’t say enough about her legs...."

Silk Reflections

It’s the way you wear your Hanes.
harvé benard
FOR MEN
The comfort and confidence of pure wool.
THE solving of chess problems appeals to the subtle mind, so nicely balanced are the possibilities. And it is to the subtle palate that the flavour of “Highland Queen” Whisky is so appealing, for here too is an exquisite example of balance and blending. “10 years old—no less” (which is exceptional) is its certificate of age and, as you enjoy its rare richness of flavour, you will appreciate the significance of this simple fact — “Highland Queen” is the product of Scotland’s largest Independent Distillers...Macdonald and Muir, Leith, Edinburgh; also Glasgow and London.

White to move and mate in 2

HIGHLAND QUEEN

10 YEARS OLD SCOTCH WHISKY — NO LESS
The thoughtful move
in any matter of business or finance is
an appraisal of the professional qualities of the bank
involved. At home or abroad, the Irving is
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Don't those you like best ... deserve KENTS?

Kents are the gift discerning smokers will appreciate—especially if they smoke a lot. For Kent is designed to help keep smoking moderate—it's the only cigarette with the scientific Micronite Filter. Its high filtration gives every Kent a clean, fresh taste—brings out all the flavor of Kent's custom blend of fine tobacco. For a few extra pennies, wouldn't you rather give—and receive—Kents, too?
OF CHESS, Benjamin Franklin wrote—"Several very valuable qualities of the Mind, useful in the course of human Life, are to be acquir'd and strengthened by it." Foresight he mentioned first.

Certainly there is one occasion in life where planning and foresight are necessary—that is when a man becomes head of a family and faces the responsibility for the future of his wife and children.

If you plan your financial affairs as skilfully as the expert does his chess game, you will fortify yourself and your family against misfortune and want.

A Life Insurance Program started early and planned carefully is your wisest move in the uncertain game of living. It will afford your wife a sure income and untold peace of mind in case she is left alone to bring up your children, and it can give you security during your retirement years.

A Metropolitan Field-Man will gladly help you work out the Program best suited to your needs. Telephone your local Metropolitan office or mail the coupon.

The Metropolitan issues life insurance in the usual standard forms, individual and group, in large and small amounts. It also issues annuities and accident and health policies.

The Metropolitan is a mutual organization. Its assets are held for the benefit of its policyholders, and any divisible surplus is returned to its policyholders in the form of dividends.

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Distinctive in Taste...

ACCEPTED AND APPRECIATED BY THOSE WHO DEMAND AND EXPECT THE VERY BEST.

© Miller Brewing Co., Milwaukee, Wis.
Win!

— with the aid of Right Lighting

Deeply absorbed in the game — how little they realize the part good lighting can play. And as their skill may be, a dim or a glaring light will tire their eyes and dull their keenness. For light can be soothing, restful — an aid to hours of recreation — or it can destroy recreation!

In everything you do, good lighting has a part — more of a part than it usually gets credit for. It can make the evening call thoroughly enjoyable. It can add the finishing touch of hospitality and pleasure to an evening of chess, of checkers, or of cards. It can make the dancing party a wonderful success. As you work, plan, play, or entertain, make your lighting appropriate!

And good lighting — appropriate lighting — is mostly a matter of common-sense rather than engineering knowledge. If you will get two or three times as much light — and then shade it better — you will be delighted at the result. Try a few experiments with silk, cretonne, parchment and glass shades. You will find it fascinating, and the ability to get more lighting and, at the same time, softer lighting is something worth learning! You can identify the store where NATIONAL MAZDA lamps are sold, by the Blue Convenience Carton on display. National Lamp Works of General Electric Company, 103 Nela Park, Cleveland, Ohio.

NATIONAL MAZDA LAMPS
"Great style means making all your own moves."*

*Quote by Louis Dell'Olio.

Fall sportswear by Louis Dell'Olio for Anne Klein.

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There is nothing better in the market.

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WINE MADE EASY

Wine is far less complicated than chess and tastes good. Paul Masson has twelve table wines; 7 white, 4 red, 1 pink. All of them are delicious but each is different. So, we invite you to send for our free booklet which tells the how and when and why of Paul Masson wines. In no time you'll be ready for any match with menus.

(The chess problem above was worked out for us by George Koltanowski, Author and blindfold Chess Champion; White to play and mate in two moves. If you'd like to match wits with him fill out part 2 of the coupon below; if not just stick to part 1. Either way it's your move.)

PAUL MASSON

Dear Paul Masson Vineyards, Saratoga, California:

1 [ ] Please send me your booklet on table wines.

2 [ ] Here is my solution for Mr. Koltanowski _______________________. I shall be delighted to receive his and his free brochure "100 Chess Traps" even if I'm wrong. I shall be even more delighted if my answer is among the first correct 10 checked after April 30, 1961 and I win a copy of Mr. Koltanowski's book "Adventures of a Chess Master"

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Pepsi-Cola refreshes without filling
There's time for strategy... time for careful consideration and analysis when you're selecting the equipment you want for your car.

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"I brought home a new chess defense from Puerto Rico—and the good news about dry rum."

"It almost made up for the shellacking I had just taken when I was handed a daiquiri," reports Henry Clay of Shreveport, Louisiana. "And what a daiquiri.

"It was bright. Clear. Brilliant. And it had a dry quality that I will never forget.

"When I got home to Shreveport, I couldn't wait to tell my friends about Puerto Rican rum. We tried it in all sorts of different drinks.

"Rum Sours. Rum and tonic. Rum old fashioneds. Rum on the rocks. We even invented our own rum drinks. We've found you can't go wrong with the remarkable rums of Puerto Rico.

"And my chess defense has paid off, too."

**Daiquiri Recipe**: 1 1/2 oz. white Puerto Rican rum—juice 1/2 lime or 1 lemon—3/4 tsp. sugar. Shake well with ice and strain into cocktail glass or serve on the rocks. For free rum recipes, write: Rums of Puerto Rico, Dept. N13, 666 Fifth Ave., New York 19.
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